BROADCASTING
and
Broadcast Advertising

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...ndustry Takes Its Place in War Program

...eeps the Country Informed; Some Changes Pend

...AR TOOK on a new mean...g for radio last week as the ...ole industry plunged head...g into national emergency ...eration and at once en...nched itself as the fourth ...m of defense.

...s soon as first word was flashed ...Japan's surprise attack on Pearl ...bor Dec. 7, radio swung into ...on, throwing regular schedules ...rboard to keep the whole nation ...ised of minute-to-minute devel...ments. By the end of the week, ...l all networks and most stations ...erating around the clock, news ...edules had been adjusted to least ...urb normal functions. But list...r interest reached record peaks ...ry hour of the day and night.

Plans All Ready

...Following prearranged plans, ...t Defense Communications ...ard, headed by FCC Chairman ...mes Lawrence Fly, took over be...re the emergency was an hour ...d. The fruits of more than a year ...planning promptly were realized, ...t much confusion and unrest ...ich might have reached the hys...ia stage was averted.

...The brunt of operation in a war ...nomy was felt on the Pacific ...ast, from San Diego to Seattle ...d as far east as Idaho, because ...possible air attack. All stations ...re silenced, particularly after ...k, in these areas, to prevent use ...their carriers as "homing bea...s". Blackouts also were experi...ted momentarily in the East.

...Prearranged plans all down the ...t affecting communications im...diately became operative. The ...y, charged wth control of do...tic communications in wartime, ...ginated the orders for coastal ...outs and station silencing ...ough Corps Area Interceptor ...mands. Full instructions have ...n sent stations regarding oper...g procedure.

...CB became the supreme com...ications arbiter under an Ex...tive Order signed last Wednes... by President Roosevelt, formal...g powers granted him under ...ion 606 of the Communications Act. Chairman Fly promptly dispelled fears of drastic action by pointing out that the order simply delegated to the DCB certain authority already contained in Section 606, and that it "does not mean that any general taking over or operaton of private radio by the Government is contemplated."

Pointing out that the step was procedural, he said there is no change in policy or plans; that it has long been known that the military may require certain communications facilities in connection with the national defense, and that many of these needs already have been arranged by agreement, primarily with communcations companies. He emphasized no censorship factor was involved.

In every quarter, the words of President Roosevelt, admonishing radio and the press to avoid alarm and rumor and to use caution and judgment, were echoed. The bywords were "avoid rumor" and "when in doubt, don't."

Chairman Fly expressed reasonable satisfaction last Friday with overall developments. He reiterated the need for caution and use of editorial judgment. Every device should be employed, he said, to avoid a nationwide "case of jitters" and pointed out that radio could perform yeoman service in this regard.

While the bugaboo of censorship repeatedly arose, it was definitely established that aside from military censorship at the source, there is no intent to invoke purely internal censorship affecting radio and the press. Outgoing communications are being censored, both by the Navy and on international shortwave broadcasts, through the Office of the Coordinator of Information.

Steps are being taken toward formation of a war information bureau, which would have functions which might be classified in the censorship category. This work in a measure now is being carried on under J. Edgar Hoover, director of the Federal Bureau of Investigation, but a permanent head later will be selected.

High Spots of Week

Any forecast of the future, as it pertains to radio, at this writing is practically futile. As the first week of war ended, these developments stood out:

(1) There is no disposition to disturb commercial broadcast operations, save where Interceptor Commands order total blackouts because of imminent air attack or where martial law may be invoked because of contingency.

(2) DCB is established as the supreme radio command, subject to such orders as the Army may give relative to domestic broadcasting.

(3) Orders to stations in each area will come from Interceptor Commands, through FCC liaison, established in some areas and later to be expanded probably to cover all key areas.

(4) Plans are being considered to reduce to a minimum the necessity of silencing stations, probably through adaptation of the British system of "de-homing" broadcast signals by scrambling assignments, staggering power or other technical means.

(5) Encouragement is being given to restoration of news broadcasts on regular schedule, to avoid disruption of normal operations.

(6) Program sponsors do not plan curtailment of schedules, the overall view being that disruptions are only temporary and that virtually normal operations will be restored after the flush of the early days of war.

(7) There is no immediate disposition to call a halt to

Harris & Ewing photo Tuesday night

"To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this:

You have a most grave responsibility to the nation now and for the duration of this war.

If you feel that our Government is not disclosing enough of the truth, you have every right to say so.

But—in the absence of all the facts, as revealed by official sources—you have no right in the ethics of patriotism to deal out unconfirmed reports in such a way as to make people believe they are gospel truth."—**President Franklin D. Roosevelt, in an address Dec. 9, 1941, one day following the Declaration of War.**

normal regulatory pursuits, though events of the next few weeks may result in deviations from normal peace-time activities.

(8) There is no immediate intention of freezing station assignments, p e r m a n e n t l y silencing any stations, or of increasing or reducing power.

(9) Existing construction permits for new facilities retain their present status, but shortage of materials and other factors may result in action to suspend certain grants. In areas where facilities are needed for defense purposes, however, construction will be expedited.

The highly important Executive Order, delegating to DCB Section 606 functions of the President, provoked considerable concern until Chairman Fly allayed industry qualms. Section 606 empowers the President to commandeer any and all communications facilities which may be required for war use, with reasonable compensation. DCB was given all of these functions.

Members of this all-important board, created Sept. 24, 1940, are, in addition to Chairman Fly, Rear Adm. Leigh Noyes, director of Naval Communications; Breckenridge Long, Assistant Secretary of State; Herbert E. Gaston, Assistant Secretary of the Treasury; Maj. Gen. Dawson Olmstead, Chief Signal Officer.

DCB and Programming

Some concern was evinced over Paragraph 4 of the order (see text on page 12) which specifies that every department and agency of Government shall submit to DCB at such time and in such manner as the board may prescribe "full information with respect to all use made or proposed to be made of any radio station or facility and of any supervision, control, inspection or closure which has been or is proposed to be effected" under the order.

Some observers read out of this clause the possible delegation to the board of the function of clearing Government radio programs, but Chairman Fly told BROADCASTING last Friday there was no such intent although the paragraph might possibly be susceptible of that interpretation. He said it was the intention of DCB and the FCC to "keep out of the whole programming field."

Means of complying with blackout orders, which proved a knotty problem at the outset of hostilities, were being devised by responsible authorities. The Interceptor Commands, under the procedure already established, give the orders for silencing of stations. Arrangements whereby a key station in each area is designated to serve as the bellwether precipitated efforts on the part of broadcasters to procure that designation. As a practical purpose, it appeared likely that the station with maximum coverage would be designated. This was viewed as the most expedient basis.

Suggestions also arose that coordinating committees of broadcasters be named in each area to handle war activities. This plan, however, has not yet crystallized.

Speculation over prospective alterations in station assignments was viewed as premature. Many plans have been discussed by DCB, it was pointed out, but until the exigencies develop, no steps will be taken. Every effort is being made to disturb in the least possible way normal broadcast operations.

Creation of a separate agency to coordinate war censorship was deemed likely. Postmaster General Walker is heading an interdepartmental committee studying the censorship coordination plan with representatives of War, Navy, State, Justice, Treasury and the FCC as members. FBI Director Hoover, now serving temporarily, may be the head of the new agency.

Irresponsible reports that the Government promptly would place censorship in each broadcast station were quickly squelched. The overall plan does not embrace domestic censorship at all, it was pointed out, except that which is imposed at the source by the military establishment. There was none during the last war. All operations, however, will be under surveillance as a precautionary measure, to avoid espionage or subversive activity.

On the purely programming end, thought has centered around creation of a program clearing house, through which would be funnelled all Government war programs. Archibald MacLeish, Librarian of Congress and Director of the Office of Facts & Figures, is presiding over a committee dealing with all Government information activities.

WHEN SPOTS ARE HOT, Cecil Brown, of CBS, is likely to be around. He had one of the war's most dramatic experiences Monday aboard the *H.M.S. Repulse* when the British battleship was sunk. His thrilling account included all the details of his leap overboard into the oily sea and subsequent rescue by a destroyer. Aged 33, he has been in Rome, Balkans, Middle East and Singapore for CBS. Monday morning, before leaving on the ill-fated battleship, he cabled "Outtowning four days. Swell story." This photo was taken earlier in the year while he was in Egypt.

The key White House official in charge of Government information is Lowell Mellett, one of the six assistants to the President. Mr. Mellett also is director of the Office of Government Reports.

Creation of a committee, jointly headed by Messrs. MacLeish and Mellett, was foreseen as a possible overall information organization, entirely divorced from the Censorship Bureau, through which clearance of Government programs might also be handled.

ARTIST UNIT SOLD TO GROUP AT NB

SALE OF NBC's concert and ta ent divisions, including its whol owned subsidiary Civic Conce Service Inc., to four veteran NB executives — Alfred H. Morto vice-president in charge of telev sion; D. S. Tuthill, assistant ma ager of the program and tale sales division; O. O. Bottorff, pre dent of Civic Concert Service, a Marks Levine, recently appoint managing director of the network concert division — was announce Friday by Niles Trammell, pre dent of NBC.

Forming a new company, N tional Concert & Artists Cor which will have headquarters 711 Fifth Ave., New York, wi branch offices in Chicago, Hol wood and San Francisco, these e ecutives will resign from NBC of Jan. 1, 1942, day the sale comes effective. In the new set Mr. Tuthill will be manager of t popular division; Mr. Levine w head the concert department; M Bottorff continues as president Civic Concert Service and Mr. Mo ton becomes chairman of the boa of CCS, which becomes a subsidia of the new corporation.

Mr. Trammell expressed a beli that "the new company will be a position to perform even mo valuable personal service" to the "particularly as no substanti changes are contemplated in t personnel who have served so lo and faithfully." D. L. Cornetet, r cently elected vice-president CCS, will remain in charge of t Chicago office. Samuel L. Ross, important executive of NBC's A tist Bureau since 1925, will secretary and treasurer.

Noran E. Kersta, assistant Mr. Morton, will become manag of NBC's television department Jan. 1, 1942.

CBS, NBC Get Court Postponemen

Arguments Deferred to Jan. 12 by Federal Tribunal

AN ELEVENTH-HOUR request for postponement of arguments on the FCC's chain-monopoly regulations made to the statutory three-judge court in New York was granted last Friday on petition of CBS. The arguments were postponed from Dec. 15 to Jan. 12.

The CBS motion, argued in chambers, was strongly resisted by the FCC through Government counsel and by MBS, which supported the FCC position throughout. NBC joined in the CBS plea, which was based largely upon the recent retention of Charles Evans Hughes Jr. as trial counsel, and upon his unfamiliarity with the three-year-old proceedings. Moreover, the war situation presumably had a bearing.

Briefs by Dec. 29

The three-judge court, in authorizing the postponement, also ordered briefs to be filed by Dec. 29, counter-affidavits to be filed by Jan. 5 and reply affidavits or briefs by Jan. 10—two days before the arguments on the motions. A Supreme Court appeal is indicated either way. Arguments were heard last Friday by all three members of the court — Circuit Judge Learned Hand, and District Judges Henry W. Goddard and John Bright.

The FCC's position has been that the case was so far along there appeared to be no justification of holding up arguments on its plea for dismissal or summary judgment or on the petitions of NBC and CBS for temporary injunctions [BROADCASTING, Dec. 18].

Meanwhile, filing of briefs with the court likewise was held up, save in the case of MBS. It filed a number of pleadings last week, including its detailed brief, which was served the court last Friday. This supplemented affidavits of Fred Weber, MBS general manager, and Hope H. Barroll Jr., executive vice-president of WFBR, Baltimore, in opposition to the preliminary injunction motions.

The documents were filed Emanuel Dannett, New York co sel for MBS, and Louis G. Ca well, Hammond E. Chaffetz, D ald C. Beelar and Percy H. Rus Jr., Washington counsel for MB

In his 100-page affidavit, Weber held that the contentions NBC and CBS that the regulati would "destroy the present str ture of network broadcasti were, in his judgment, "absurd view of the known and disput facts". He contended that "irre rable injury" would be done M through maintenance of "rest tive contracts".

The Barroll affidavit incorp ated an exchange of letters betw William S. Hedges and the WF affidavit relating to the loss of Network affiliation by the Ba more outlet to WBAL. Mr. Barr contended irreparable injury wo result to his station from a stay the Commission regulations only on future business but on so $50,000 of existing network bu ness. The same losses would ap equally to other MBS affiliates, contended.

Attack Finds Network News Setups Ready

News Organizations Slip Quickly Into Action to Keep Nation Informed

IMMEDIATELY following announcement last Sunday afternoon that Japanese airmen had attacked American possessions in the Pacific Ocean, the networks swung smoothly into 24-hour wartime operation with a minimum of confusion.

The rehearsals in crisis coverage gained during the nerve-racking days of the Austrian anschluss, the Munich crisis and the Nazi march into Poland, served to send personnel to their places in a broadcasting machine geared to slip easily into wartime operation.

Flash at Game

WOR, New York, at 2:26 p.m. (EST) Sunday interrupted its description of the Dodger-Giant professional football game to read a United Press flash of the Japanese attack on Pearl Harbor. Two minutes later the news was broadcast across the country by the full NBC-Red and Blue networks.

CBS inserted the announcement into the 2:30 station-break preceding this network's half-hour Sunday afternoon world news roundup, which was hastily reorganized. Bob Trout was told over the cue line about the bombing and mentioned it during his London roundup. Maj. George Fielding Eliot, CBS military expert, discussed strategic aspects of the attack. Meanwhile John Daly reported on a telephone conversation with KGMB, Honolulu, and a pickup from Manila was cut during the broadcast.

At once the sleepy Sunday atmosphere of network headquarters came to life. At 2:45 NBC rang four chimes in place of the usual three, notice to all NBC executives and members of the news and press departments to contact their offices immediately. The other networks utilized their own private signals and by 3 o'clock the skeleton Sunday staffs began to receive reinforcements that soon swelled their forces to larger-than-normal proportions.

Typical of the methods employed by a trained radio newsman was the way in which Art Feldman, special events supervisor of NBC, brought the American listeners the first war news direct from Honolulu. Hearing the flash at home, he phoned NBC's operator at Radio City to place calls for Honolulu and Manila and then got the network's traffic division from whom he ordered radio facilities between these island cities and the NBC networks, for any time after 3 p.m.

He then grabbed a cab for his office, arriving not long before his call was completed to KGU, Honolulu. Feldman said he wanted an immediate news report on the bombing of the city, the naval base and the airfield. The voice at the other end identified itself as Lorrin P. Thurston, chief executive of the station, who said that he had no microphone at hand as the studios were two floors away.

Feldman said to leave that to New York and, with urgent instructions to Thurston to keep the circuit open by talking continuously, no matter what he said, Feldman dashed out of the news room and up the stairs to NBC master control. The engineers started shifting patchcords to plug the phone circuit into the two NBC networks; Feldman, back at his desk, ordered the San Francisco overseas telephone operator to keep the circuit open, and at 4:06 Mr. Thurston was on the air.

Line Commandeered

Two minutes later, the American public heard the operator break in to commandeer the circuit for an urgent military message. But Feldman, hot on the trail of the world's big news story of the day, immediately asked for another circuit and at 4:46 KGU delivered a six-minute eyewitness report of America's first battle with Japan.

Ruthlessly interrupting or cancelling commercial programs to bring news of later developments from the Pacific Coast, or from Washington, where radio reporters brought their microphones into the White House newsroom to report on the conferences of the President with the Cabinet and his military advisors, their voices coming through the air above a background of excited conversation and typing, the networks specialized in news and news analysis throughout the remainder of the day and night. Established schedules were scrapped and new ones, on a 24-hour-a-day basis, set up.

High spot of the MBS Sunday broadcasts was the report of Royal Arch Gunnison from Manila of the landing of Japanese parachute troops in the Philippines, which was front-paged on Monday morning's newspapers with full credit. Another Mutual scoop for that day was the presence of Donald Nelson, SPAB head, on the OEM's *Keep 'Em Rolling* program, first broadcast by any high Government official since the Japanese attack, which compensated for the loss of the OPA chief, Leon Henderson, scheduled speaker, who rushed back to Washington when the war broke out.

Mutual's battery of newscasters was headed by John B. Hughes, Far East news authority, from Los Angeles; Paul Schubert, naval authority from New York; Fulton Lewis jr., Walter Compton, Frank Blair, Richard Eaton, from Washington; Cedric Foster from Boston, and B. S. Bercovici, from Rochester.

Mutual's representative in Manila, Royal Arch Gunnison, was heard three times on Sunday, and Elizabeth Wayne, from Batavia, Dutch East Indies, once. Vincent Sheean, foreign correspondent just returned from the Far East and Claire Boothe, playwright and journalist, were interviewed in New York by Dave Driscoll in a special broadcast on Sunday.

Commercials Cancelled

At CBS in New York, William L. Shirer read the bulletins as they came in during the early evening, cancelling his General Foods commercials, and at 6:30 p.m. CBS killed the first quarter-hour of Wrigley's Gene Autry broadcast for news from New York and London. More news from John Daly in New York and Ed Murrow in Washington was followed by a round-up of reports by military experts in the United States and correspondents in Manila and London, for which the Lipton Tea program was scuttled.

Elmer Davis did his regular news roundup at 8:55-9, and at 10:30 CBS began a broadcast of news from North and South America and Europe which lasted until 1 a.m. In addition to the regular CBS correspondents, the broadcast included talks by Dorothy Thompson and Arthur Menken and a roundup of editorials in leading newspapers.

After bringing its audience reports by Bert Silen in Manila, Sidney Albright in Batavia, John S. Young in Singapore, Harrison Forman in Hongkong, Ed Mackay in Shanghai and Mel Jacoby in Chungking, NBC wound up its Sunday schedule with a commentators' roundtable, presenting William Hillman, Max Jordan and H. V. Kaltenborn from New York; Wilfred Fleisher, Morgan Beatty and Ernest K. Lindley from Washington; Edward Tomlinson from Chicago and Upton Close from San Francisco.

At midnight when that broadcast ended, NBC started a Latin American round-up with Everett A. Bowman from Buenos Aires, Peter Brennan from Panama, Sr. Carrera from Rio de Janeiro, a staff announcer at XEW, Mexico City, Bert Silen from Manila and Fred Bate from London.

All networks kept on through the night, as they have each night since, interspersing musical programs with frequent news bulletins. On Monday they all carried the President's message to Con-

(*Continued on page 60*)

Happened Here

PICKUP from Manila, scheduled by NBC for inclusion in the *Treasury Hour* broadcast Tuesday failed to come through on schedule, not because of censorship or any other military reason, not because of any trouble with communications between the Philippines and Continental United States, but due to an unromantic line break between San Francisco, where the shortwave signal was received, and Hollywood, where the program was being fed to the rest of the network.

UNDER Japanese bombs is Bert Silen, left, manager of KZRH and KZRC, Manila, and NBC reporter in that war capital. He is shown with President Manuel Quezon, during a recent broadcast. Mr. Silen's graphic description of a Japanese air raid on the Philippine capital was heard throughout the United States Dec. 8. Speaking from a dugout he brought the first word of the Jap attack to the United States. A native of Marietta, O., and a graduate of Stanford U, Mr. Silen went to the Philippines in 1928. MBS is represented in Manila by Royal Arch Gunnison and CBS by Ford Wilkins and Thomas Worthens.

West Coast First to Go on Wartime Basis

Blackout of Radio Daily Event On Pacific

PACIFIC COAST stations, first to feel the air bans incidental to possible attack by enemy planes, have developed an emergency operation schedule through cooperation with the FCC and the 4th Interceptor Command.

Stations up and down the entire Pacific area were ordered silent every night through Friday following the Japanese attack on Pearl Harbor.

The first complete radio blackout came the evening of Dec. 8 when stations in California, Washington, Oregon and Idaho went off the air in compliance with an Army order. Although there was no official explanation, it was feared that transmitters would serve as homing beacons for enemy planes. Pacific Northwest stations left the air about 5 p. m., with KIRO, 50-kw. CBS outlet in Seattle, remaining in operation for Army and Navy instruction only. San Francisco stations were silent for more than three hours after leaving the air shortly after 6 p. m., with others in Southern California following at 7 p. m.

Flashes Allowed

During these first hours of silence, stations were allowed to carry one-minute news flashes every quarter-hour up to midnight. This "blackout" was relieved at 9:30 a. m. Tuesday, when five-minute newscasts every half-hour were permitted, continuing on this basis until 12:34 p. m. when networks and independent stations resumed normal operation after 19½ hours of complete or partial silence. On Dec. 10 stations were off from 3 a. m. to 7:29 a. m. and a second time from 12:20 p. m. to 1:05 p. m. Staggered schedules of radio silence were ordered Thursday and Friday.

Additional radio blackouts will be required, not only to prevent enemy planes from locating objectives, but also to help local monitoring stations locate the enemy, it was stated. When stations are silent except at infrequent brief intervals, enemy aircraft attempting to fix the source of signals have "plenty of time to drift about and lose the direction again", experts declared.

Under the operating plan developed for West Coast stations, the highest-powered station on the lowest wavelength has been designated in each territory as a beacon station, and all other facilities monitor that station. When the beacon station announces that all stations are to leave the air, they are to do so immediately, with similar instructions from the key station controlling and coordinating return to the air.

With outbreak of hostilities, John Swallow, NBC Western Division program director, was advised by A. A. Schechter, NBC news and special events director, that NBC would operate on a flash basis, with war news taking precedence over all programs. CBS, Don Lee, and independent stations operate under a similar plan. Without cancelling network commercial originations to the East, networks as well as independent stations on the West Coast kept the public informed on new developments daily during the week, cutting into shows where necessary.

Far East Pickups

Attempting to give complete coverage as possible, networks are concentrating on Far East shortwave activity. All three networks have lines into the RCA shortwave station at Point Reyes, Cal. Although relays from Hawaii were cancelled early in the week by military order, pickups from Manila were handled by KSFO and KFRC, San Francisco, for CBS and MBS-Don Lee, respectively. William Winter broadcast from KSFO, with Upton Close, NBC commentator, on duty at KPO, San Francisco NBC outlet.

Fox Case, CBS Pacific Coast special events director, was ordered to San Francisco by Paul White, CBS director of public affairs, to coordinate shortwave news coming to San Francisco from the Far East. Bill Slocum, CBS New York special events director, also was in San Francisco to supervise coverage on the West Coast.

Ken Fry, NBC Chicago special events director, was sent to the Coast to take charge of all Pacific Coast war newscasts being received via NBC's Hollywood shortwave listening post and other sources. All listening post reports were available to the wire services and working press, with NBC setting up a special press room for their convenience.

Although no official censor board had been established by mid-week for regular radio newscasts, special request was made by the Army and Navy that networks and stations eliminate specific news of value to the enemy. Networks promptly imposed a voluntary self-censorship.

Although the international crisis hit home on the Pacific Coast with overpowering surprise, network and independent stations did not lose a moment in setting up rigid protections against possible sabotage of broadcast facilities. Armed detectives and police were put on duty within studios, as well as around transmitters, at KYA, KECA, KHJ, KNX, KMPC, KFWB, KMTR, KFVD, KEHE and other Southern California stations.

In addition, sandbags have been stacked around the CBS transmitter at Torrance, Cal., as a precaution against any eventuality. NBC is camouflaging the aluminum roof of its studio building and installing blackout curtains, as well as boarding up its main lobby master entrance.

(*Continued on page 59*)

KPO Proctor

KPO, San Francisco, was made proctor of stations in the territory of the Fourth Interceptor Command, U. S. Army, according to an announcement last Tuesday. Interceptor command, headed by Brigadier Gen. William Ord Ryan, Presidio, San Francisco, notified stations to keep tuned to KPO and when an air raid warning would be given they were to shut down immediately with that station. They were ordered to resume operation only when KPO did. Army, with jurisdiction over domestic broadcasting stations, stated that so far no steps had been taken to censor radio newscasts, other than the shutdown order.

RADIO'S FIRST WEEK OF WARTIME OPERATION

BROADCASTING, entering its first war, came through the first week with the praise of an appreciative public for a workmanlike job of audible journalism and public service.

Since the second when teletype machines spelled out the first flash the broadcasting industry has been on its toes from executive to office boy. As if on order, practically every station in the country went on 24-hour service, liaison with civilian defense authorities was established, staffs were augmented, guards thrown around transmitters, the profit motive went out the window and radio dug in for the duration.

Pearl Harbor Bombing The First High Spot

Despite the all-round good performance, certain things stood out. In chronological order those that must have stuck in the public mind were the vivid description from KGU, Honolulu, of the bombing of Pearl Harbor; KZRH Manager Bert Silen's broadcast of the bombing of Manila, Cecil Brown's dramatic account of the sinking of the *Repulse* and *Prince of Wales*.

But withal broadcasting has undergone a change in those last seven days, the effect of which is just beginning to be noticed. There's more martial music, Government announcements are increasing, and some material, especially in newscasts, will be taboo.

President Roosevelt's speech Tuesday night in which he summed up broadcasting and the press' responsibilities (see page 7) and his request at his Friday press conference that no long casualty lists be publicized (see "Friday" story) were the two outstanding weathervanes of the new broadcasting era.

Following is a day-by-day chronicle of broadcasting's first week of war:

SUNDAY

The Japanese attack Dec. 7 found radio in Washington surprised but quickly ready for action. First news of the attack came from the White House itself when President Roosevelt telephoned his press secretary Stephen T. Early at the latter's home. Mr. Early called the three press associations on a conference tie-up and broke the news. Following this he informed the offices of the three major networks but they already had the information from the press services.

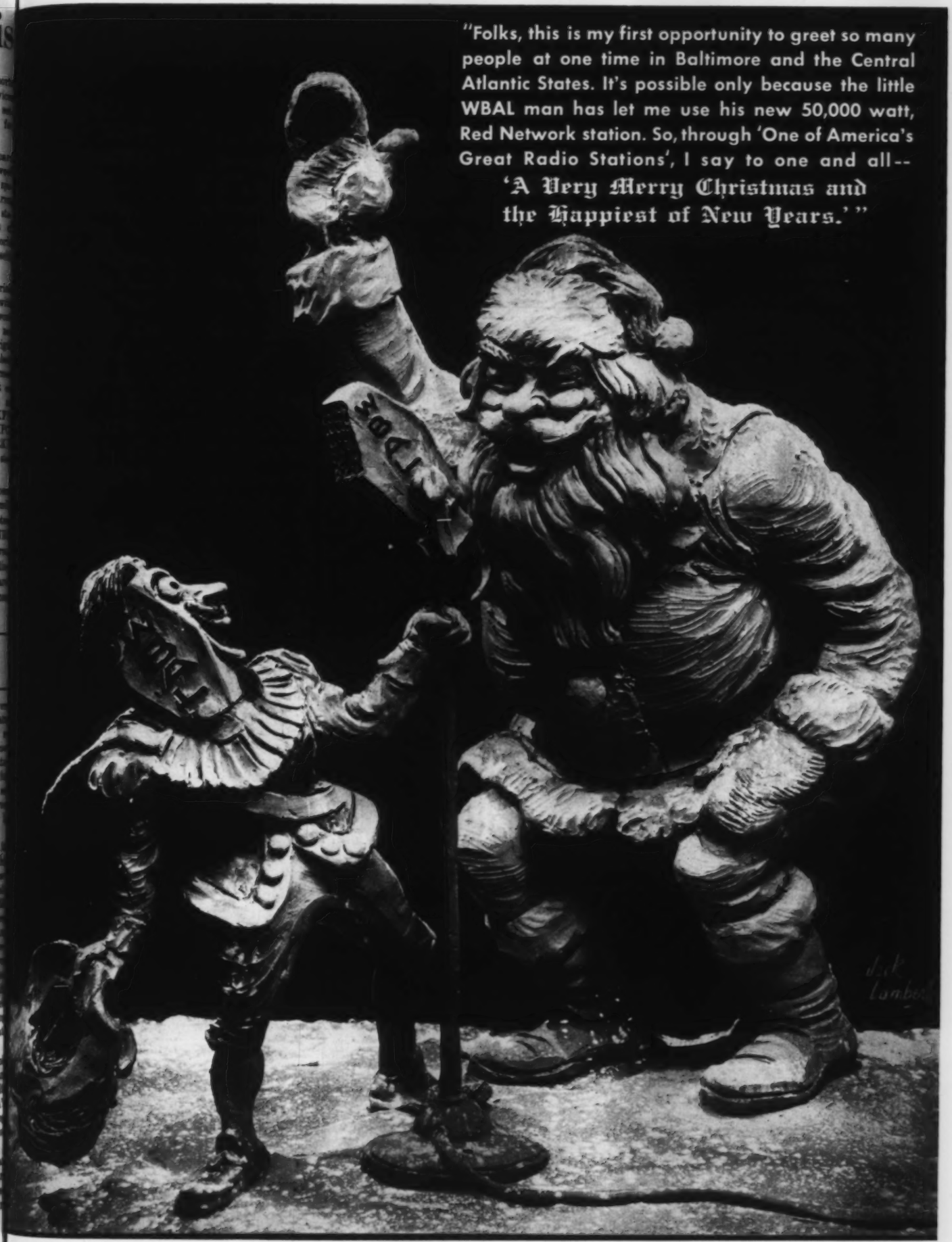
In Washington staffs were quickly summoned and the State, War and Navy departments as well as the White House were covered with newsmen. In the latter case, permission was granted for the first time for radiomen to set up equipment and broadcast from the White House press room in the Executive offices.

NBC assigned Baukhage, Washington commentator, to the post; CBS had Eric Sevareid covering developments there, while Fulton Lewis jr., covered for MBS. WINX, Washington, also covered the White House. All news released in Washington cleared through Mr. Early, who received it direct from the President himself. The latter procedure greatly simplified coverage for the networks, centralizing the handling of all announcements of the attack and damage.

A short time after the first flash was received President David Sarnoff of RCA wired Mr. Roosevelt promising the cooperation of RCA affiliated companies and placing their facilities at the disposal of the President.

Alfred J. McCosker, chairman of the MBS board, W. E. Macfarlane, president, and Lewis Allen Weiss, vice-president, wired Chair-

(*Continued on page 61*)


"Folks, this is my first opportunity to greet so many people at one time in Baltimore and the Central Atlantic States. It's possible only because the little WBAL man has let me use his new 50,000 watt, Red Network station. So, through 'One of America's Great Radio Stations', I say to one and all--
'A Very Merry Christmas and the Happiest of New Years.'"

War Not Cutting Plans of Sponsors

But They Are Waiting for a More Stabilized Situation

THERE will be no curtailing of present advertising due to war conditions, a telephone survey by BROADCASTING among the leading advertising agencies in New York last week indicated. Still trying to gain their bearngs after the first hectic week of hostilities played havoc with broadcasting schedules, advertisers and agencies have not yet had a chance to form any definite policies to cope with conditions, but to the last have indicated a willingness to recognize and play along with conditions.

Back of this philosophical acceptance was the unanimous expression that the primary purpose of radio is to serve the public welfare. "We recognize the problems the networks are facing", one agency executive said, "and we are standing by. The people the country over are sitting tight by their radio sets for the latest news developments, and networks are trying to serve them as faithfully as possible. Naturally there are many program changes and interruptions. We recognize this and are only too glad to help them." This opinion was voiced by practically all agencies contacted.

Policy on Rebates

Asked what line they would follow in seeking redress for unfulfilled commitments, most indicated they expected the "usual rebates", but would not press the issue until conditions become more stabilized. Some of those questioned reported that things happened so fast that they haven't had time to go into the problem, while others stated they are conducting a survey among stations to see just how extensive the interruptions were.

Station representatives have contacted some of the agencies and asked permission to place unfilled spot announcements and programs at the first opportunity after the missed period. While accepting the condition, some executives stated that acceptance would not be unconditional, since they wanted to have some assurance that these spots were desirable.

Questioned as to whether any of their clients sponsoring dramatic shows contemplate any changes, since interruptions to this type of program practically destroy their dramatic value, all except one answered negatively. That single agency replied that it had been in contact with one of its clients discussing just such a possibility. Talks were still nebulous and they had nothing definite to report.

There was a general feeling that most of the disruptions were only temporary and that after a simmering off period, broadcasting would return to a moderate status quo.

TOP COMMUNICATIONS BODY during wartime in the United States is the Defense Communications Board, set up Sept. 24, 1940, by President Roosevelt. Pictured here at its first meeting, Oct. 10, 1940, are four of the original five appointees. The fifth original member, Maj. Gen. Joseph O. Mauborgne, retired, has been succeeded by Maj. Gen. Dawson Olmstead, Army Chief Signal Officer, not in picture. Around the conference table are (l to r) Rear Admiral Leigh Noyes, Director of Naval Communications; FCC and DCB Chairman James Lawrence Fly; Herbert E. Gaston, Assistant Secretary of the Treasury; Breckenridge Long, Assistant Secretary of State. DCB now is operating on an hour-to-hour basis.

President Issues Executive Order on Radio

Following is the full text of the Executive Order signed by President Roosevelt last Wednesday (Dec. 10) transferring to the Defense Communications Board functions vested in the President under Section 606 of the Federal Communications Act:

WHEREAS The Senate and House of Representatives of the United States of America in Congress assembled have declared that a state of war exists between the United States and the Imperial Japanese Government;

AND WHEREAS Section 606 of the Communications Act of 1934 (48 Stat. 1104; U.S.C., title 47, sec. 606) authorizes the President under such circumstances to cause the closing of any radio station and the removal therefrom of its apparatus and equipment, and to authorize the use or control of any such station and/or its apparatus and equipment by any agency of the Government under such regulations as the President may prescribe upon just compensation to the owners, and further authorizes him to direct that communications essential to the national defense and security shall have preference or priority;

AND WHEREAS It is necessary to insure the national defense and the successful conduct of the war that the Government of the United States shall take over, operate, and have use or possession of certain radio stations or parts thereof within the jurisdiction of the United States, and shall inspect, supervise, control or close other radio stations or parts thereof within the jurisdiction of the United States, and that there should be priority with respect to the transmission of certain communications by wire or radio;

NOW, THEREFORE, by virtue of authority vested in me under the Constitution of the United States and under the aforementioned joint resolution of Congress dated December 8, 1941, and under the provisions of the aforementioned Section 606 of the Communications Act of 1934, I hereby prescribe that from and after this date the Defense Communications Board created by the Executive Order of September 24, 1940 (hereinafter referred to as the Board) shall exercise the power and authority vested in me by Section 606 of the Communications Act of 1934 pursuant to and under the following regulations

1. The Board shall determine and prepare plans for the allocation of such portions of governmental and non-governmental radio facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.

2. The Board shall, if the national security and defense and the successful conduct of the war so demand, designate specific radio stations and facilities or portions thereof for the use, control, supervision, inspection or closure by the Department of War, Department of Navy or other agency of the United States Government.

3. The Board shall, if the national security and defense and the successful conduct of the war so demand, prescribe classes and types of radio stations and facilities or portions thereof which shall be subject to use, control, supervision, inspection or closure, in accordance with such prescription, by the Department of War, Department of Navy or other agency of the United States Government designated by the Board.

4. Every department and independent agency of the government shall submit to the Defense Communications Board, at such time and in such manner as the Board may prescribe, full information with respect to all use made or proposed to be made of any radio station or facility and of any supervision, control, inspection or closure which has been or is proposed to be effected pursuant to paragraph 3 hereof.

5. No radio station or facility shall be taken over and operated in whole or in part or subjected to governmental supervision, control or closure unless such action is essential to national defense and security and the successful conduct of the war. So far as possible, action taken pursuant to this Order shall not interfere with the procurement needs of civilian governmental agencies, the normal functioning of industry or the maintenance of civilian morale.

6. Until and except so far as said Board shall otherwise provide, the owners, managers, boards of directors, receivers, officers and employees of the radio stations shall continue the operation thereof in the usual and ordinary course of business, in the names of the respective companies, associations, organizations, owners or managers as the case may be.

7. The head of any department or agency which uses or controls any radio station pursuant to the terms of this Order shall ascertain the just compensation for the use or control of such radio station and recommend such just compensation in each such case to the President for approval and action by him in accordance with the provisions of subsection (4) of Section 606 of the Communications Act of 1934 (U.S.C., title 47, sec. 606 (d)).

8. By subsequent order of the Board, the use, control, or supervision of any radio station or facility or class or type thereof assumed under the provisions of this Order may be relinquished in whole or in part to the owners thereof and all restrictions placed on any radio station or facility pursuant hereto may be removed in whole or in part.

9. The Board is hereby designated, in accordance with the provisions of Section 606 (a) of the Communications Act of 1934, to make such arrangements as may be necessary in order to insure that communications essential to the national defense and security shall have preference or priority with any carrier subject to the Communications Act of 1934. The Board may issue any regulations which may be necessary to accomplish this purpose.

10. All terms herein used shall have the meanings ascribed to such terms in Section 3, as amended, of the Communications Act of 1934.

11. All regulations of general applicability issued by the Secretary of War, the Secretary of the Navy, or any other government agency under these Presidential regulations shall be published in the *Federal Register*.

FRANKLIN D. ROOSEVELT

CHOICES of over 82 sports commentators on MBS stations for All-American football players of 1941 will be broadcast Dec. 11 on Mutual, with remote pickups from the colleges of the selected grid heroes. The sportscasters have been polled by Tom Slater, Mutual coordinator of sports and special features.

"with SPOT BROADCASTING we can promptly take advantage of local price and commodity conditions"

. . . SAYS C. E. CHASE FOR WASHINGTON STATE APPLE COMMISSION

C. E. CHASE, Secretary-Manager
Washington State Apple Commission

WASHINGTON STATE APPLE COMMISSION

COMMISSIONERS:
REUBEN G. RENZ, YAKIMA
ALBERT CULLIER, ROUTE 4, YAKIMA
C. A. HAWLEY, ROUTE 2, WENATCHEE
J. W. HERBERT, YAKIMA
R. E. HENDRICK, OMAK
W. G. MARTIN, WAPATO
FRANK P. SMITH, EAST FARMS
J. H. WADE, WENATCHEE
HUGH WILCOX, TIETON
C. M. WILD, CHELAN
C. M. ZEDIKER, CASHMERE

OFFICERS:
C. M. ZEDIKER, CHAIRMAN
W. G. MARTIN, VICE-CHAIRMAN
C. E. CHASE, TREASURER

EX OFFICIO COMMISSIONERS:
ARTHUR E. COE
DIRECTOR OF AGRICULTURE
F. E. DENELLER
SUPERVISOR OF HORTICULTURE

C. E. CHASE, SECRETARY MANAGER

Wenatchee, Washington
November 27, 1941

Mr. Lindsey Spight, Pacific Coast Manager
John Blair & Company
608 Russ Building
San Francisco, California

Dear Mr. Spight:

The problems arising from advertising and merchandising a highly perishable commodity such as Washington Apples after they leave cold storage are much more complicated than those which confront most manufacturers or producers in the food field. In this connection, I think you will be pleased to know that spot radio has been of very real assistance to our apple growers.

As you know, we use radio primarily to stimulate carload sales on our different varieties in primary and secondary markets throughout the country. The fact that spot radio can be put to work almost immediately to take advantage of local price and commodity conditions makes it one of the most valuable media we use. We also give radio a share in the credit for extending our selling season until late spring of the next year following harvest. This important marketing extension, accomplished during the last five years, has resulted in substantially increased returns to Washington State apple growers. It is also the best evidence, I believe, of the probability of an indefinite extension of this advertising in which spot radio most certainly will continue to play an important part.

Our advertising agency, J. Walter Thompson Company, has advised me of the helpful merchandising cooperation which has been extended by a number of the radio stations on your list, and to them will you convey the thanks of the apple growers of the State of Washington.

Sincerely yours,

C. E. CHASE, Secretary-Manager

CEC:o

SPOTS YOUR choice of markets!

SPOTS YOUR choice of times!

SPOTS YOUR choice of stations!

Apple *markets,* too, must be picked off at just the ripe moment . . . when local price and commodity conditions insure volume sales at a profit. That's why the Washington State Apple Commission depends on Spot Radio. They have seen the speedy effectiveness with which this powerful medium stimulates carload sales . . . through advertising aired on the best stations . . . in specifically selected markets . . . at precisely chosen times. And, best of all, flexible Spot Radio, by doing successfully its immediate task, has furthered the Commission's long-range objective: the profitable extension of a once-short selling season.

Your business, too, the major advertising problem is simply the sum of numerous variable local problems . . . each of which can be most effectively, most efficiently solved with specially directed, precisely timed and intelligently placed spot broadcasts. Ask a John Blair man!

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

First Raid Alarm Creates Confusion In New York City

Conference Called to Solve Problems in First Alarm

NEW YORK CITY'S first air raid alarms last Tuesday afternoon found the city's broadcasters doing their part in keeping the public "informed but not alarmed". But in the face of frequently conflicting reports considerably at variance in the way in which they carried out that difficult task.

Several broadcasters have requested that a meeting be arranged with officials of the military and civil defense programs and it is understood that such a meeting will probably be called as soon as Mayor LaGuardia, who is head of civilian defense, returns from the Pacific Coast.

Warnings Carried

WOR reported it broadcast warnings of the air raid alerts and the subsequent "all clear" signals requested by the police department as well as some 30 press service bulletins. The station put a siren on the air to supplement the sirens of police and fire trucks.

NBC broadcast only the official police warning to air raid wardens to be on the alert on its New York stations. WABC, CBS outlet in New York, also treated the affair as a rehearsal.

WNYC, New York's municipal station, acted as a clearing house for official news, phoning other stations of each official bulletin. This was temporary expedient, the station explained.

Joseph Lang, general manager of WHOM, Jersey City, and chairman of the NAB foreign language committee, on Thursday wired all foreign language stations in the metropolitan area, notfyng them that until a permanent coordinator has been named, arrangements have been made with Morris Novik, manager of WNYC, to notify the stations regarding air raid signals and other emergency announcements.

AAAA Midwest Group Studies Radio Problems

CENTRAL COUNCIL of American Assn. of Advertising Agencies held a one-day closed "condensed convention" last Thursday in Chicago at the Lake Shore Athletic Club. Radio group meeting headed by R. J. Scott of Schwimmer & Scott, Chicago, heard a talk on television by Bill Eddy, director of Balaban & Katz television station, W9XBK, who explained the operation, problems, and new developments in television.

The group also discussed FCC regulations regarding network operations, the latest AFRA rulings, and the differential between the local and national rate structures of stations. Although the subject of 2% cash discounts was also discussed, no joint action was taken.

1874 Dr. Frank Conrad 1941

DR. FRANK CONRAD, 67, Father of Broadcasting, is dead.

The end came to the noted Westinghouse assistant chief engineer just as he was watching the medium he had pioneered launch its great effort to help bring the world out of tyrannical domination. A heart attack suffered Nov. 6 while driving to Miami, Fla., from Pittsburgh had placed him under a physician's care at his Miami winter home, 1277 N. Venetian Way.

Funeral services were to be held from his Pittsburgh home Monday, Dec. 15. Survivors include his widow, Mrs. Flora Selheimer Conrad; two sons, Francis H., of New York, connected with Edward Petry & Co., and Crawford, of Pittsburgh; a daughter, Mrs. Edwin Durham of Massillon, O.

Few in the industry knew the assistant chief engineer of Westinghouse Electric & Mfg. Co. was ill, his death coming as a shock to his thousands of friends in radio and affiliated lines.

Handy With Tools

Born May 4, 1874, in Pittsburgh, Dr. Conrad was the son of a railroad mechanic who scoffed at schooling and believed in the handicrafts. When young Crawford finished seventh grade at the Starrett Grammar School in Pittsburgh, he showed a knack with tools and secured employment in October, 1890, as a bench-hand in the Garrison Alley plant of Westinghouse.

Young Conrad's immediate superior, Philip Lange, left him to guard the laboratory while he went on a trip to Europe. With time on his hands, the embryo scientist began to tinker and found himself in his natural groove. At the age of 23 he had perfected a round electric meter of the type now universally used.

Dr. Conrad's radio experiments started before World War I, about 1912, when he rigged up a little wireless set to pick up time signals from the Naval radio station in Washington. He and a friend had a $5 bet involving the accuracy of their watches and each day they synchronized the timepieces with the Westinghouse master clock. This bet led Dr. Conrad to synchronization experiments and by means of his reception of Navy time signals he won the bet and learned the Morse code in the process.

Continuing his tinkering, Dr. Conrad picked up signals from another Pittsburgher who was playing with a spark coil as a hobby. They began to communicate with each other by means of their simple apparatus.

When the United States entered the World War, Dr. Conrad was drafted. During his service he rigged up an airplane radio outfit, described as the first ever developed. Another of his inventions was a hand-grenade and thrower.

The war over, he resumed his wireless experiment at home and at Westinghouse.

He expanded the transmitter in his garage and started to broadcast phonograph records when he tired of merely talking with other wireless operators around that section.

'First Sponsor'

Running out of records, he borrowed a stack from a nearby music store which asked for a mention on his "program." This has often been referred to as the first sponsored broadcast .

Naturally Dr. Conrad's sons were interested in the radio gadgets and began to bring in amateur performers. A department store, hearing of the stunt, advertised receiving sets which would pick up Dr. Conrad's programs.

The project caught the fancy of the late Dr. Harry P. Davis, then Westinghouse vice-president, who figured regular broadcasts would set up a new field of radio activity. Dr. Davis and other Westinghouse officials got behind the project and obtained a license from Federal authorities to operate KDKA. Thus a commercial station was launched in 1920.

One of the early broadcasts carried the results of the Harding-Cox presidential election.

Later Westinghouse built a transmitter employing 1,000 volts. This proved so successful that an even larger transmitter was constructed with two 250-watt tubes in the radio frequency stage modulated by three 250-watt air-cooled tubes of the same type. The modulator was driven by a 50-watt audio amplifier which was fed by a two-stage amplifier, all audio amplifiers being resistance coupled.

The station operated on 326 meters, though it was assigned 360. KDKA taking liberties with the universal 360 meter assignment then prevailing.

In 1922 Dr. Conrad bought and placed in operation an experimental shortwave transmitter, 8XS, operating on 100 meters. This was the first Westinghouse shortwave transmitter.

All through the years Dr. Conrad remained active in the Westinghouse radio operations and experiments.

His genius was responsible for many of the improvements made from time to time by this company. A detailed account of the Westinghouse experiments was printed in BROADCASTING Nov. 24, 1941.

NEW IT&T SERIES TO BE EXTENDED

REVERSING the usual procedure, International Telephone & Telegraph Corp., New York, has started a quarter-hour daily program on WJSV, Washington, which will bring to the United States a daily period of news about Latin America, gathered by the United Press bureaus throughout South and Central America and the West Indies.

Company, which operates more than half of the telephones south of the United States and the principal cable system between the Americas, is presenting the new series in the interest of inter-American understanding, with the idea that it is just as important for us to know about the daily life and culture of the Latin Americans as it is for them to know about us.

Plans are now under way for the extension of the series to other cities. Agency is Marshalk & Pratt, New York

Thanks to CBS

AN RCA error last Sunday resulted in an extra broadcast from the Philippines for NBC when Ford Wilkins, CBS correspondent in Manila, delivered a description of conditions over the combined Red and Blue networks. NBC executives who had ordered a report from their Manila representative supposed that this new man was speaking for him until Wilkins concluded his talk with the illuminating phrase . . . "I now return you to CBS in New York."

CHRISTMAS "EXTRAS" for EXTRA SALES!

THESAURUS Subscribers get Special Holiday Programs as part of regular THESAURUS Program Service...

Subscribers to NBC Thesaurus receive special "holiday programs" on every major occasion throughout the year—programs like the current Thesaurus favorites, "Santa Claus Rides Again" ...the one-hour dramatic and musical presentation of Dickens' famous "A Christmas Carol"... the special "Christmas Calendar" series of thirteen 15-minute scripts with musical cues and fitting continuity. All holidays are similarly commemorated—an "extra" that means extra sales for stations, yet at no extra cost for the service.

For NBC Thesaurus is *more* than merely a collection of recorded music by famous artists. It gives you balanced, complete program material of every type, and sufficient scope to fit every type of sponsor, every type of audience. Yes, Thesaurus is a true *program* service.

Shall we send you full information, rates, availability, etc.?

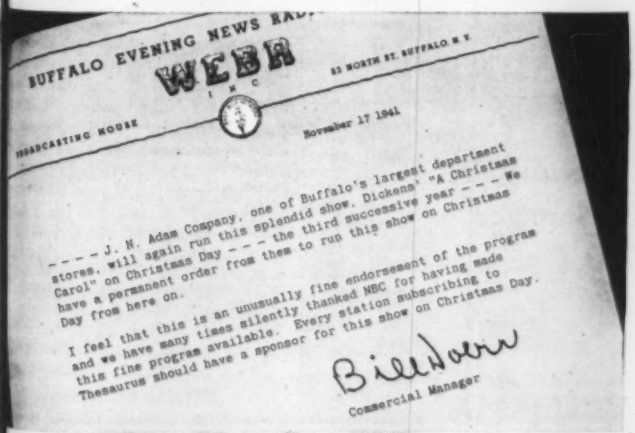
NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION—NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

...Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood



BUFFALO EVENING NEWS RADIO

WEBR INC

83 NORTH ST. BUFFALO N Y

BROADCASTING HOUSE

November 17 1941

- - - - J. N. Adam Company, one of Buffalo's largest department stores, will again run this splendid show, Dickens' "A Christmas Carol" on Christmas Day - - - the third successive year - - - We have a permanent order from them to run this show on Christmas Day from here on.

I feel that this is an unusually fine endorsement of the program and we have many times silently thanked NBC for having made this fine program available. Every station subscribing to Thesaurus should have a sponsor for this show on Christmas Day.

Bill Doerr

Commercial Manager

...'s "A Christmas Carol"—Another Thesaurus Christmas Show brings enthusiastic ...ments like this excerpt of a letter from Bill Doerr, WEBR, Buffalo, N. Y. ...tes Mr. Doerr, "... We have many times silently thanked NBC for having ...de this fine program available. Every station subscribing to Thesaurus should ...d a sponsor for this show on Christmas Day."

"Santa Claus Rides Again"

THESAURUS CHRISTMAS SHOW FOR 1941

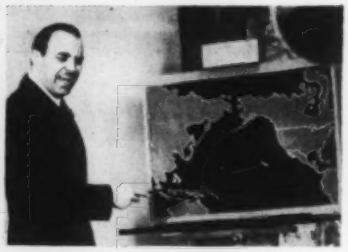
Carol Peterson as "Virginia," Craig McDonnell as "Santa," with Allen Roth in background conducting, record a sequence for "Santa Claus Rides Again," special Thesaurus Christmas Show for 1941.

The Roth Chorus sings the Christmas Carols in "Santa Claus Rides Again." The carefully trained, beautifully blended voices of these outstanding vocalists are a feature also of Allen Roth's "Symphony of Melody," regular twice-weekly, half-hour Thesaurus program.

"Santa Claus Rides Again," being recorded in new 6B studio of NBC at Radio City. Skilled production and expert attention to detail go into every one of the 25 weekly program series supplied with Thesaurus the year 'round.

He Knew IT

IT'S NEWS until it happens, is the motto of Capt. Michael Fielding, news commentator of WIND, Gary, Ind., who scored a scoop last week when he predicted on his nightly quarter - hour commentary Japanese aggressive action 12 hours before it took place. His warning: "Don't be surprised if . . . while Mr. Kurusu is blandly assuring Mr. Wells that everything is notsy-totsy . . . Japanese troops suddenly plunge across frontiers in simulation of a technique which has wrought such wonders for Japan's axis partner. . . . It's always best to watch out when a Japanese smiles—and every recent picture . . . depicts Messrs. Nomura and Kurusu displaying as fine a set of molars as one could wish to see."



TELEVISION had its first taste of America at war. Sam Cuff, NBC commentator, uses map and wand to show video watchers the strategic location of Hawaii.

Katherine Fox Named

KATHERINE FOX, who joined WLW, Cincinnati, in 1937 as secretary to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, has been named coordinator of public affairs and defense broadcasts for the station.

Television Develops New Presentation Of War News as Events Occur Swiftly

TELEVISION, with the outbreak of hostilities between the United States and Japan, stepped up to a new level of importance, with both WNBT, NBC television station and WCBW, video adjunct of CBS, expanding their telecasting schedules to supply a vivid visual meaning to the war news, in additon to continuing their defense-aid activities.

WCBW, going on the air Dec. 7 with the latest bulletins and visual aids from 8:45 to after 10, marked the first time that it had operated on a Sunday. From then on through the week the station presented several news periods daily under the direction of Gilbert Seldes, head of the CBS television program department.

The station carried the speech of President Roosevelt on Monday at the same time that a wa flag was transmitted over the s waves. Robert Aura Smith of *New York Times* foreign news partment has appeared seve times.

Programs Cancelled

WCBW cancelled two regula scheduled programs Monday af noon and replaced them with t and maps. Cancelled programs w *Boys in the Back Room* and C *dren's Story*. At the same t spokesmen of the various branc of defense activity are prese each day. On Monday WC stayed on the air an hour and quarter longer than had been pre ously scheduled.

An AP news teletype was stalled in the studios of WN and a camera was focused on copy as it issued from the wir Sam Cuff, the station's war anal brought new maps and photogra into the studios to interpret incoming reports. NBC comme tators, since the beginning of t war, have made nightly appea ances before the cameras in roun table discussions of the day's ne Among them are William Hill H. V. Kaltenborn, John Vand cook and Robert St. John. Mond evening a film on Hawaii, Jap and the Philippines was shown.

During the past several we WNBT has been conducting a d fense training series in cooperati with defense organizations. Demo strations of fire-control and fir aid methods have been emphasiz Both these will be continued a expanded, the station indica Meanwhile WNBT has been co ducting a civilian defense drive enroll every receiver owner as "television defense aid". Such ai are to be responsible for marsh ling non-receiver owners bef screens during the presentation the defense training series.

Wanted War News

SALE of portable radios an newspapers skyrocketed Dec. first week-day of the war, accord ing to a check-up of department stores and newspaper busines offices made by CBS. Blooming dale's store reported that Monday sales of the small radios showed a 800% gain while Mac's announce that the sets accounted for a larg part of increased business. *The Journal-American* circulation fig ure showed an increase of about 35%; *World-Telegram*, 50% and the *Herald-Tribune* indicated that sales for that day passed the nor mal run by about 100,000.

Filipino Glossary

GEORGE J. VOGEL, formerly manager of KZRM, CBS Manila affiliate, who returned to the U. S. a week before the outbreak of war, has compiled a pronouncing glossary of Filipino town and island names for use of CBS war correspondents.

WCOP

is doing a full time job

in Boston

featuring a complete new

programming policy

designed for greater

listening in Metropolitan Boston

A. N. Armstrong, Jr.
General Manager
WCOP

Represented by Headley-Reed Co.
New York • Chicago • Detroit • Atlanta

What's ahead for you Engineers?

Many of you who have chosen broadcasting as your life work were pretty young at the time of World War I. Let's look back—to see what's ahead.

Under wartime pressure, radio research went forward by leaps and bounds. Out of new ideas such as those developed by Bell Labs and Western Electric for military use came an entire new post-war industry—*your* industry of broadcasting.

Through peacetime years, Bell Labs and Western Electric kept right on pioneering —helping your industry to grow—with such major improvements as crystal control, stabilized feedback, the Doherty circuit, vertical radiators, directional arrays.

Now the pressure is on again. As in 1917-18, resources of Bell Labs and Western Electric are developing many new things in radio to strengthen our land, sea and air forces.

When the present war is over, can you doubt that broadcasting will surge ahead as a result of today's intensified research?

Look forward with confidence! Today's mobilization for war is also a mobilization for the peace to follow. Count on Bell Labs and Western Electric to give you new tools to help you make broadcasting finer than ever in the years ahead!

DISTRIBUTORS: In U. S. A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corporation.

Western Electric
EQUIPPED FOR BETTER BROADCASTING

ADVERTISING PAGES REMOVED

Audience Records Set by President

Monday, Tuesday Talks Reach High Percentage of Public

LARGEST AMERICAN radio audience ever to hear a program was recorded Dec. 9, when 83% of the country's radio set-owners interviewed at home by the Cooperative Analysis of Broadcasting, reported they had listened to the speech by President Franklin D. Roosevelt, broadcast at 10 p.m. on all networks the day after the United States declared war on Japan.

Largest daytime American radio audience ever to listen to a speech of any kind was attained Dec. 8, when the President's address to the joint session of Congress was broadcast on major networks and heard by 65.7% of set-owners interviewed in their homes by the CAB. At that time, Roosevelt asked Congress to declare that a state of war existed between the U. S. and Japan.

Hooper Figures

In a survey of homes all over the country for CBS, C. E. Hooper Inc. reported that 90,000,000 persons had heard the Dec. 9 talk by the President, his first as wartime chief executive of the country. This radio audience, biggest in history, was rated at 79.0 by Hooper, or 9 points higher than the previous all-time high record also set by the President when he declared an unlimited national emergency on May 27, 1941, attaining a rating of 70% of set-owners.

The Hooper survey stated that 92.4% of all American families at home were listening to the Chief Executive Dec. 9, and almost every public gathering meeting around 10 p.m. was interrupted for the broadcast, heard on major networks and shortwaved all over the world in some nine languages.

Ellis Hollums Appointed News Editor of WQAM

APPOINTMENT of Ellis Hollums, formerly executive editor of the *Miami Herald*, as news editor of WQAM, Miami, Fla., was announced last Monday by Fred W. Borton, president of the station. Mr. Hollums resigned from the *Herald* Nov. 1, after 19 years with the paper.

Mr. Borton described the appointment of Mr. Hollums as a move to streamline its news-handling, commenting: "Our purpose is to try and present news factually and in as much detail as time will allow. Radio in recent years has practically taken the place of old-fashioned newspaper 'extras' in quickly informing the public of important news events. We feel that WQAM can do an even better job if we apply newspaper technique to the problem." Mr. Hollums is a member of ASNA, NEA, Florida Press Assn., Associated Dailies of Florida, and the National Press Club, Washington.

NEWSMEN of WLW and WSAI, Cincinnati, were in a huddle shortly after the news broke last Sunday. The emergency broadcast plan had been worked out in careful detail months ago. Dewey Long, WSAI general manager, and Howard R. Chamberlain, WLW assistant program director, are standing at left. Below (l to r) are Gregor Ziemer, European specialist; William Dowdell, WLW-WSAI news editor; Jay Fix, WSAI announcer; George C. Biggar, WLW program director; H. R. Gross, WLW-WSAI reporter and newscaster.

SHORT WAVES ON 24-HOUR BASIS

Networks Beam News to Europe and Latin America, Following Policy of Objectivity

STARTING with the first flash that Japan had attacked the Hawaiian Islands at 2:30 p.m. Sunday, the shortwave stations of NBC —WRCA and WNBI— and CBS— WCBX and WCAB—have been operating on a round-the-clock schedule beaming news reports to Europe and Latin America as they have been pouring in from the fighting fronts.

NBC, working three eight-hour shifts, has its staff of linguists translating the news into nine languages. Since the outbreak of the war, Turkish and Finnish broadcasts have been added to those which have been sent on regular schedules in English, French, German, Italian, Spanish, Portuguese and Swedish, the latter having been inaugurated about two weeks ago. CBS reports to Europe are in 10 languages and to Latin America in three.

Truth in News

Both networks are following a general policy of objectivity in reporting, free from blatant propaganda following a pronouncement by President Roosevelt that now, more than at any time in history, there is a need for truth in the news. Adhering to such a pattern, John F. Royal, NBC vice-president in charge of International Relations, stated that since "temporary subjugated and oppressed people in all parts of the world learned to look to American radio as the one beam of light in an otherwise darkened life—we would fail in our national duty if we discontinued to bring truthful news to the millions who look upon the democracies as their sole salvation."

As sources for its broadcasts—a separate news script is specially prepared for each country to which its programs are sent—NBC is using the three press associations, UP, AP and INS, and reports gathered and sifted at the network's listening posts. For background material reports of the Office of Coordinator of Information under Col. Donovan and from the Coordinator of Inter-American Relations under Nelson Rockefeller, are being used. No regular network news shows are sent over shortwave channels.

Check-up System

The Donovan office has assigned a member of its staff to censor shortwave material from its New York office. All news sources of the country's international stations, with the exception of KGEI, San Francisco, are duplicated in this office. When material is spotted that might give "aid or comfort" to the enemy the stations are informed.

To date officials of the Donovan office say they have been highly pleased with the "splendid cooperation of the stations". In addition, a check is made through lines of the Bronze network [BROADCASTING, Oct. 27] on the station's output thus allowing a double check.

Working with the Navy, the OCI has a similar setup in operation at KGEI which is not connected with the lines of the so-called "Bronze network" of international stations.

Both the CBS listening post in New York City, and the NBC post located at Bellmore, Long Island, have been continuing on a 24-hour schedule, picking up all foreign signals of sufficient strength to reach New York. These reports are recorded on special machines, translated, and immediately made available to the network's regular correspondents in the newsrooms, to the press and to the Government.

CBS shortwave news, measured in number of programs and total hours of broadcasting, increased more than 400% over normal in the first 64 hours of the war, a statistical report showed.

NBC Teletypes

NBC reports that at the request of military authorities teletype connections have been set up between its newsroom and the headquarters of the intelligence divisions of the Army and Navy in Washington, so they may receive the same information that NBC makes available to newspapers and press services, information derived from NBC broadcasts or from material picked up by the networks listening posts.

FOREIGN LANGUAGE POLICY UNCHANGED

DECLARATION of war against Japan, Germany and Italy will bring no ban on foreign-language broadcasting by domestic stations, it was indicated at the FCC last week. Although no official word was given by the Commission, there was assurance that the FCC's attitude on foreign-language broadcasts remains unchanged.

It is believed that since U. S. stations are doing an acceptable job in handling their foreign-language programs, they will be allowed at least for the present, to continue their regular broadcast schedules, subject only to the present voluntary controls.

Radio First

FIRST flash of the press services to their subscribers on the result of the House vote on the declaration of war on Japan gave credit to NBC. Explanation is that the network's representative in the press gallery could speak the result directly into his microphone and so to the nation, whereas the newspapermen had to leave the gallery and phone the news to their offices for dissemination.

Cosmetic Hunt Ends

LADY ESTHER Ltd., Chicago (cosmetics) which has been looking for a second network show to feature Freddy Martins' orchestra, [BROADCASTING, Nov. 24] has dropped the idea, according to Pedlar & Ryan, New York, agency in charge. No reasons were given, though the agency intimated that the present world crisis had no part in influencing the decision. Both NBC-Blue and CBS were bidding for the account.

Vandercook in Reverse

NBC's roundup of world news on Tuesday evening reversed its usual procedure when Fred Bate from London announced that the BBC studio he was using was filled with British officials waiting for the latest news from the Pacific, so instead of reporting London doings to the United States, John Vandercook in New York gave to England his news from the Japanese-American front.

STAFF ANNOUNCERS alternating according to their schedules on the series of news broadcasts presented on WMCA, New York, by *The New York Times*, are Don Phillips, Alun Williams, Bob Harris, Tom Hudson, Bill O'Connell and Gene Morgan.

FCC Field Inspectors Named As Liaisons to Work With Army

New Procedure Established as Pacific Coast Mixup Leads to Confusion About Silencing

ASSIGNMENT of field inspectors of the FCC to act as liaison officers between the Army Interceptor Command and commercial stations in each area where radio silence may be required because of imminent air raids was announced last Tuesday by the FCC, within 24 hours after confusion had developed along the Pacific Coast over issuance of first air raid warning orders.

In a public notice, the Commission announced that at the request of the Army, it had established the new inspector liaison procedure as a means of eliminating confusion for all. Radio inspectors, who are familiar with stations and their personnel, will provide quickest possible liaison, it was pointed out, acting under orders of the Interceptor Command. The Army directs domestic broadcast activities under military siege or when air raids are imminent.

Instructions for station operation in wartime, including plans covering silencing of stations during imminent air raids, were sent to all stations last Wednesday by the FCC. The plan designates key stations in each district, to be contacted by the Interceptor Commands, on air raid warnings.

Inspectors Have Power

Some difficulty was experienced during the first radio silence order on the Coast, because stations held they would be violating FCC regulations if they did not operate three-fourths of the broadcast day, as required. In this connection it was pointed out that radio inspectors, as agents of the Commission, are in position to waive that requirement, under instructions from the Army.

Radio inspectors may be reached, the Commission said, through the four Interceptor Commands, which maintain direct communication with FCC field offices. Later, it was said, additional inspectors will be placed on duty at information centers in 19 other cities, affording more efficient and convenient communication service to all concerned.

Silencing of stations because of air raid scares grows out of the European experience, where planes have used station carriers as beams, carrying them directly to the metropolitan area. Plans are being evolved looking toward elimination of this requirement through technical means, which in effect would "scramble" signals and prevent their use for "homing" purposes.

The FCC's announcement on the creation of the inspector liaison follows in full text:

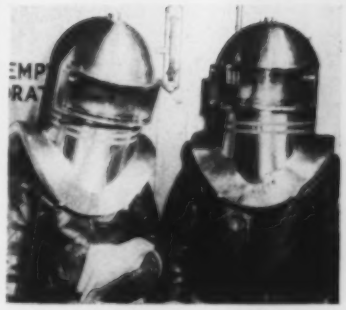
The FCC announces that at the request of the Army, it has assigned field inspectors to perform liaison duties between the Interceptor Command and the commercial radio stations in each area where radio silence may be required. When the inspector directs a station to maintain radio silence, it should be understood that the order originated with the Interceptor Command of the Army and carries with it the authority of the FCC.

Radio stations will be advised as promptly as possible when radio silence is no longer required so that they may resume normal operations. In this connection, plans are being made to effect a more rapid system of communication between the Commission's inspectors and the radio stations which may be required to go off the air.

At the present time radio inspectors may be reached through the First Interceptor Command Headquarters, Mitchel Field, New York; the Second Interceptor Command Hdqrs., City-County Bldg., Seattle; the Third Interceptor Command Headquarters, Drew Field, Tampa, Fla; the Fourth Interceptor Command Headquarters, Riverside, Cal. Later, it is expected that additional inspectors will be placed on duty at information centers in 19 other cities, thereby affording more efficient and convenient communication service to all concerned.

War Songs Sought

AN "ALL-OUT" effort by composers, authors and publishers for war songs was requested last week by Gene Buck, president of ASCAP, in a letter to the 1400 ASCAP members pointing out that "America's citizen armies have always been singing armies . . . and that the nation needs fighting songs today as it did in 1917." Some of the war songs written by ASCAP members for the last World War will doubtless be revived, ASCAP also stated, including "Over There", "Keep the Home Fires Burning", "K-K-K-Katy", "Pack Up Your Troubles in Your Old Kit Bag".



NOT MEN FROM MARS, but reasonable facsimiles. This pair recently braved 100-degree below zero temperature and stratospheric pressures in actual flight at 45,000 feet to make a KFI, Los Angeles, special events broadcast from experimental stratosphere room of Douglas Aircraft Co., Santa Monica, Cal. Clad in fleece-line suits and flying helmets, they are (l to r), Jimmy Vandiveer, KFI special events director; and Lt. Preston Belcher, Douglas test pilot.

LEAVING QUIETLY

Army Suggests Message for Silenced Stations

AS ANNOUNCEMENT came that the Air Interceptor Command was using its authority to silence stations, the Radio Branch of the War Department Bureau of Public Relations cautioned broadcasters to explain their departure from the air in a manner not likely to promote alarm. A memorandum to stations was transmitted via radio news wire services last Tuesday, including a suggested explanatory announcement furnished by the War Department:

"At this time, ladies and gentlemen, Radio Station . . . is temporarily leaving the air in conformity with the national defense program. Keep your dials tuned where they are so that upon resumption of our service we may bring you the latest information."

Testing of Equipment By Salesmen Restricted

REVISION of its rules and regulations governing experimental radio services, effective immediately, to preclude use of such facilities by manufacturers for demonstration of equipment in connection with prospective sales, was announced last Tuesday by the FCC. The Commission said it had received complaints that certain manufacturers were pursuing this practice.

The amendments, said the Commission, are designed to provide the Commission "with a more effective control of such stations, both for the purpose of insuring compliance with intent of such regulations and enabling the Commission to pass on the propriety of the particular operation. Accordingly, Class 1 and Class 2 experimental stations are redefined, and licensees are required to file certain pertinent information with the Commission."

The rules and regulations amended under the Commission Act are 5.2, 5.3, 5.51 and 5.53.

Walsh to U. S. Post

IRA WALSH, director of publicity of WPEN, Philadelphia, was appointed radio and television coordinator for the Physical Fitness Program under Civilian Defense. He takes over his post Dec. 27 and will be stationed in Washington. Mr. Walsh has already arranged for two series of sports and body building programs to originate at WPTZ, Philco television station in Philadelphia, starting Dec. 15, and for similar programs to be originated by WNBT, NBC television station in New York. Mr. Walsh will plan programs for network and local broadcasts in connection with sponsored programs.

Lever Canada Shifts

LEVER BROS. plan numerous changes in programs being used in Canada, with some withdrawals and additions from shows now being used in the United States but not heard in Canada. During the first week of December, executives of Lever Bros., Ruthrauff & Ryan, J. Walter Thompson (Canada), and Canadian Broadcasting Corp., met in Toronto to arrange a new setup for 1942. Among products to be advertised on Canadian stations under the new arrangement is Sunlight Soap, which has not been sponsored on radio for some time.

Vogel Talks to Club

SPEAKER at the Dec. 10 meeting of the Radio Executives Club, New York, at Stauffers' Restaurant, was George Vogel, manager of KZRM, Manila, the Philippines, who gave a timely talk on radio on the islands, including political and geographical aspects of the group. Mr. Vogel came to New York several weeks ago on business, and is unable to return immediately because of the Japanese war. Visitors included John Almonte, assistant to the president of NBC; Charles Tigue of *Radio News*, and Edgar Wilde, advertising manager of Phillips-Jones Corp., New York.

50,000 Amateur Stations Are Shut Down Within 20 Minutes by Officials of ARRL

SHUTTING down of the 50,000 amateur radio stations Sunday night (Dec. 7), following the Japanese attack, was accomplished in 20 minutes.

The FCC informed George L. Bailey, president of the American Radio Relay League, who is on special duty in Washington as executive assistant to the chairman of the National Defense Research Committee at 9 p.m., about the ban against amateur operations.

Quick Action

Mr. Bailey immediately phoned the headquarters of the American Radio Relay League at West Hartford, Conn., and the amateur key station, W1AW, went on the air with the FCC order. Within another 20 minutes all amateur bands were silent. This was felt to exemplify the excellent cooperation and control of the ARRL over amateur operators.

Amateurs now must apply directly to the DCB to be enrolled for defense emergency service. There will be established in Washington a register of selected and approved amateur stations and operators who will be available for use by the OCD and state and municipal authorities for emergency radio operations, after the DCB has approved such emergency "ham" operations.

The orders, however, did not prohibit the amateurs from keeping up their antennas and allowed them to retain their station apparatus.

The ARRL key station, W1AW, has been continued on the air this week to repeat the warnings banning all amateur transmission; describe the methods of obtaining special privileges, and also to aid the Army and Navy in their recruiting of amateur radio operators for military and naval service.

A Pen and Pencil Study

of Eversharp's "Take It Or Leave It"

in its second year on CBS

These gentlemen were worried about selling an $8.75 Eversharp pen and pencil set in a market where you can buy a pen for 29 cents and a pencil for a dime.

But not any more!

. . . not since they put the *entire* Eversharp appropriation into radio about two years ago, went on the air over CBS with "Take It Or Leave It".

. . . not since their sales jumped ***more than 100 per cent*** in less than a year.

. . . not since they found out that radio could sell pens and pencils all year around—on St. Swithin's Day as well as at Commencement and Christmas.

No wonder President Martin L. Straus of the Eversharp Company wrote to CBS: *"Radio has raised sales to new peaks all over the country. Radio* ***alone*** *has enabled us to reach housewives and college students; factory workers and business men; farmers and city folk—for practically everybody listens."*

For more than a year. Eversharp has been writing the script of this brilliant success story on CBS. It's a script long familiar to people who sell cars or sterling silver. It's a script for people who make mattresses or refrigerators or cameras. In fact. it's for all manufacturers whose products *cost a lot . . . last a long time.* Radio can sell them just as successfully as it sells "quick turnover" items—the soups and soaps. the cereals and cigarettes. Just as successfully and just as surely.

CBS borrowed a pen and pencil from Eversharp (as well as the facts) to produce a new booklet,"Take It Or Leave It." Copies may be obtained from CBS. 485 Madison Avenue, New York.

THE COLUMBIA BROADCASTING SYSTEM

Storer and Wilson Head Reorganized NIB

Lafount Chairman; First Meeting Deferred

FULL-SCALE reorganization of National Independent Broadcasters Inc., with George B. Storer, prominent broadcaster and industrialist, and L. B. Wilson, owner of WCKY, Cincinnati, drafted for the respective posts of president and vice-president, was announced last week by NIB headquarters in Washington.

Foregoing the national convention contemplated for this month in Chicago because of the "urgent national situation", NIB canvassed its membership of approximately 100 stations telegraphically last weekend, resulting in the virtual unanimous response in favor of the new slate.

Lafount Chairman

Harold A. Lafount, former Radio Commissioner and NIB president during the last three years, was made chairman of the board, with E. M. Spence, general manager of WWDC, Washington, and former NAB secretary-treasurer, continuing as NIB secretary-treasurer. Andrew W. Bennett, counsel for NIB since its reorganization, remains in that capacity on a voluntary basis. A temporary board of 15 likewise was established, to continue until the annual convention likely to be held within the new few months.

Instituted as a move to provide for the industry an all-inclusive trade association, presumably paralleling the NAB, the future format of NIB has not yet been divulged. Mr. Storer, who has not yet made a statement regarding his selection, is understood to favor a "united front" trade group, serving as a federation, under which separate industry entities could function. How far work has progressed along this line was not stated.

While FCC Chairman James Lawrence Fly has not yet made a statement regarding the revised NIB structure, it was recalled that he originally encouraged formation of the independent group, and fostered a trade association of independently-owned stations, with networks excluded from membership.

Sharp criticism of NAB, because of purported network domination, was largely responsible for the movement to revise NIB, which for the past several years has functioned as an adjunct of the NAB, representing largely independent stations. The scope of the organization has been broadened to include membership of all stations, save those operated as owned or managed outlets of the networks.

HEADS OF REVITALIZED NIB

MR. STORER

MR. WILSON

Among the state delegates are: Glenn Marshall Jr., WFOY, St. Augustine, Fla.; Ralph L. Atlass, WJJD, Chicago; Martin L. Leich, WBOW, Terre Haute, Ind.; Ben Ludy, WIBW, Topeka; S. A. Cisler Jr., WGRC, Louisville; Thompson Guernsey, WLBZ, Bangor; James F. Hopkins, WJBK, Detroit; L. M. Sepaugh, WSLI, Jackson, Miss.; Lloyd C. Thomas, KGFW, Kearney, Neb.; Edward Codel, WPAT, Paterson, N. J.; C. J. Lanphier, WEMP, Milwaukee; Ed Craney, KGIR, Butte; E. C. Reineke, WDAY, Fargo, N. D.; Ralph R. Brunton, KJBS, San Francisco; A. J. Fletcher, WRAL, Raleigh, N. C.

Selection of Messrs. Storer and Wilson to the helm of NIB was applauded by those aware of the development. Both are well-known and outstanding figures in the industry and both represent ownership in substantial broadcast operations.

Meeting Postponed

On Dec. 6, Mr. Lafount, as NIB president, advised state delegates telegraphically that the proposed Chicago meeting be postponed until after the holidays but that the suggestion had been made that new officers be selected now. He pointed out that Mr. Storer, owner of WAGA, Atlanta, WLOK, Lima, WSPD, Toledo, and WHIZ, Zanesville, and WMMN, Fairmont, had been proposed as president, with Mr. Wilson as vice-president. He asked for advice from the delegates as to their desire to occupy the position.

After what was described as an "overwhelming vote" in favor of these officers had been received, Mr. Lafount Dec. 9 wired the some 100 NIB membership as follows:

"Urgent national situation makes imperative postponing general Chicago meeting but requires immediate action to elect active officers to carry on defensive work of members. Telegraphic vote of state delegates nominates following station owners by overwhelmingly majority: President, George Storer, WAGA, WLOK, WSPD, WHIZ. Vice-President, L. B. Wilson, WCKY. Secretary-Treasurer, Ed Spence, WWDC. Chairman Board, Lafount, WORL, WNBC, WELI. Please telegraph immediately 500 Edmonds Bldg., Washington, if foregoing approved by you or whom you desire occupy these positions. Immediate action urgent."

Oppose New Note

As BROADCASTING went to press, NIB headquarters stated that the vote for all officers was just as overwhelming. Machinery immediately was set in motion, to work up an agenda for a general convention. Mr. Storer also was said to be planning a trip to Washington to set up organization plans.

One or two of the state delegates, it is understood, took the position that efforts should be made to revamp the NAB to conform with preponderant industry opinion, rather than to set up an entirely separate but horizontally competitive trade group. Disenfranchisement of networks as NAB voting members was the main suggestion in this connection.

Mr. Storer, who in addition to his station ownership is president of the Standard Tube Co. of Detroit, a steel fabricating concern, has been active in radio for more than a dozen years. His tube company now is engaged in defense production, devoted almost 100% to shell casing manufacture.

Mr. Storer, it is understood, while appreciating the desirability of effective radio representation in Washington during the emergency, had concluded that defense activity was more important. He was prevailed upon, it is understood, to take over the NIB leadership during the emergency.

Mr. Storer's brother-in-law, Harold Ryan, vice-president and treasurer of Fort Industry Co., actively directs the five stations. In 1927 the Fort Industry Oil Co., subsequently changed to Fort Industry Co., acquired WSPD in Toledo. In 1928, WGHP (now WXYZ) in Detroit, was acquired. Subsequently the other stations were established.

Mr. Wilson, likewise a veteran broadcaster, is one of radio's best known figures, by virtue of his personality, interest in industry affairs and all-round "showmanship". He pulled WCKY out of the rut of "Covington, Ky." operation to a full-fledged 50,000-watt CBS station in Cincinnati over a period of a decade.

Wilson's Background

Mr. Wilson, now in Florida, asserted he thought NIB is the "right idea in these times when we all must contribute all we can." He said he agreed to accept the vice presidency only if Mr. Storer would take the presidency.

Mr. Wilson is a chain theatre operator in Covington as well as banker, boiler factory head and broadcaster.

Mr. Spence, veteran station operator who established WPG for the Municipality of Atlantic City, became secretary-treasurer of the NAB upon its reorganization in 1938. He left two years later to establish WWDC, new Washington local. With the revitalization of NIB he became its managing director.

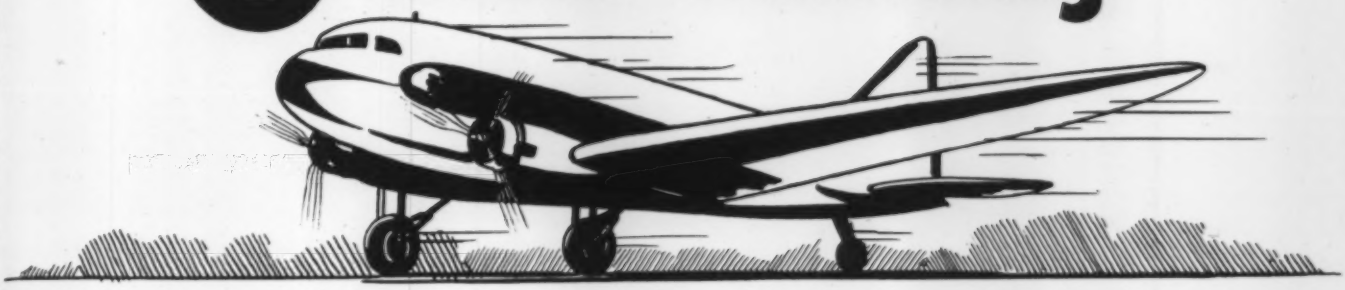
OFF TO THE WAR

Los Angeles Radiomen Join Military Services

JAPAN'S attack brought quick entrance of Los Angeles radio personnel into the service. Uark Finley, Hollywood publicity director of Don Lee, joined Army intelligence in which he is a reserve lieutenant. Robert Bullock, Don Lee engineer and Naval Reserve ensign, reported for duty. Shirley Lauter Hertz took over the Don Lee publicity post. Miles Auer and Adolph Lefko of NBC western division traffic joined the Navy communications division.

Henry Flynn, assistant to Fred Case, West Coast special events director for CBS, reported to Army intelligence in Washington. Paul England, CBS guide, joined the Army Air Corps. William T. Pickering (president of Heintz, Pickering & Co., Los Angeles agency, assigned to Coast Guard patrol duty in Los Angeles harbor. Ronald Roos, of J. Walter Thompson Co., joined the Navy.

3-Point Landing



Happy Landing Is Assured When Your Advertising Campaign *Takes Off* on WFBM

1 WFBM local broadcasts have a percentage of Indianapolis listeners that equals top-ranking network features;

2 CBS programs are heard in Central Indiana only over WFBM because there is no other station in the area offering the basic schedule of the Columbia Broadcasting System and

3 WFBM offers an exclusive merchandising and promotional service that cannot be duplicated anywhere in Indiana

USE WFBM FOR A *3-POINT LANDING* IN THE INDIANAPOLIS MARKET

National Sales Representative
THE KATZ AGENCY, Inc.

To Reach the HOOSIER Market — in Indianapolis USE

WFBM
THE HOOSIER STATION

Broadcasts of Casualty Lists Are Restricted In Army Plan

Names of Newsworthy Persons Are Not Included; War Department Suggests War News Credo

EMPHASIZING discretion and public service, the War Department last Monday issued to broadcasters a credo for war news. The suggested pointers, included in a special war bulletin distributed by the NAB, cover broadcasts of casualty lists and secret information, along with advices in connection with transmitter protection, activity of radio news editor groups in each State, and establishment of a regular schedule of official communiques by the War and Navy Departments.

The War Department recommended that stations confine their broadcasts of casualty lists to "only names of persons in your immediate listening area", leaving publication of complete lists up to the newspapers. Following release of the War Department's recommendations, developed by the Radio Branch of the Bureau of Public Relations, headed by Ed Kirby, NAB director of public relations, the NAB advised stations to refrain entirely from broadcasting the names of casualties.

Elevating Morale

Responding to this action, Mr. Kirby declared:

"This is deeply appreciated, as the broadcast of casualty lists would, in effect, set up obituary columns on the air when such time can be used to elevate morale rather than depress it. Because of the opportunity for mispronunciation of names, it is felt that such lists should appear in print rather than uttered over the air. No objection to mention, however, occasional newsworthy names, or, of course, broadcast of numbers of casualties."

The War Department also reemphasized Secretary of War Stimson's caution against broadcasting or publishing information on the strength, positions, or movements of U. S. troops.

In the same memorandum station managers were advised to call for military protection of their broadcast plants where necessary, although they were later urged to request the services of Federal troops only when local forces are inadequate or exhausted.

The supplementary statement indicated the primary responsibility for protecting the property of stations and public utilities lies with the owner and the local and State government, but advised that if local forces are unavailable, requests should be submitted to the Corps Area Commander after all local resources are exhausted.

District directors of NAB have been requested to furnish immediately to Mr. Kirby the names of State chairman of news editor-program director organizations set up all over the country during the current cycle of NAB district meetings. The groups, cooperating with War Department officials, were set up to work together in coordinating their coverage and treatment of war news.

Original Plan

The War Department's original recommendations regarding broadcast of casualty lists follows:

No casualty lists will be released until nearest of kin have been notified. They will be available for immediate broadcast, upon release, from this wire (press service). To eliminate undue anxiety, however, it is suggested that only names of persons in your immediate listening area be broadcast. No network will broadcast complete lists, although newspapers will publish them. Names of casualties, when released, should be broadcast in regular newscast periods or in groups in time set aside for that purpose and not as flashes, interrupting regular program service. Rumors of casualties should not be broadcast. No surmises of persons believed to be on casualty lists should be broadcast until officially confirmed in official releases from the War Department.

BMI DONATES MUSIC
Grants Rights to Patriotic Pieces for Duration

ANNOUNCING last Monday that "for the duration of the war, all patriotic music published by BMI may be performed without charge by broadcasting stations, theatres, taverns, night clubs, motion picture exhibitors and producers or by any other music user," BMI made public the following telegram which had been sent by Sydney M. Kaye, executive vice-president, to officials of the various information divisions of the Government:

"We are supplying music and program material and are in constant touch with over 750 of the 800 commercial broadcasting stations in the United States. We are supplying music to all Canadian broadcasting stations and we have agreements with the performing rights societies of Argentina, Brazil, Cuba and Mexico. We are announcing today that we are making patriotic music available to all users whether licensed or not without charge for the duration of the war. To the extent that our contacts with broadcasters are of any use to your department, the entire facilities of our organization are unreservedly at your disposal."

NBC Adds Turkish

NINTH language to be added to NBC's regular schedule of foreign language shortwave broadcasts on WRCA and WNBI is Turkish, to be handled by Ibrahim Sefa, foreign correspondent of leading Istanbul publications and head of the NBC Turkish section.

NAI Attacks 'Radio Royalists' After Hour Session With Fly

Blistering Attack Is Delivered by New Group; FCC Praised; Superpower Draws Its Ire

A SHARP attack upon what it characterized as the "radio royalists" for alleged efforts to "discredit the motives, deny the need and deprecate the accomplishments" of Network Affiliates Inc., recently formed industry trade group, was launched last Monday, (Dec. 8), after its board of directors had conferred for more than an hour with FCC Chairman James Lawrence Fly.

In an announcement to its membership, NAI said its board had outlined the formation and objectives of the trade group to Chairman Fly and had received from him "the cordial good wishes for the success of the new organization, which Mr. Fly recognized as the only existing radio broadcasters group which represents the heart of the broadcasting business —the independently-owned network affiliate."

This was followed with the full text of a statement made by the committee to Chairman Fly attacking the "radio royalists", enumerating the accomplishments of NAI since its formation, and outlining its objectives.

The executive committee consists of President Eugene Pulliam, WIRE, Indianapolis; Secretary-treasurer W. J. Scripps, WWJ Detroit, and directors Ronald Woodyard, WING, Dayton; Luther L. Hill, KRNT, Des Moines; Hoyt Wooten, WREC, Memphis; John A. Kennedy, WCHS, Charleston; Gordon Gray, WSJS, Winston-Salem, and Donald Davis, WHB, Kansas City. Paul D. P. Spearman, Washington attorney and former general counsel of the FCC, is counsel for the organization and presided at the conference with Chairman Fly.

NAB Gets a Rap

In the statement made to Chairman Fly, NAI said it was formed "because no other organization is functioning in behalf of network affiliate stations." This was regarded as a sharp criticism of the NAB, though no direct reference to the trade association was made. The fact that it has been under fire of Chairman Fly, as well as in other quarters, gave credence to this interpretation.

The NAI board met in Washington Sunday and Monday, before dispersing. On Sunday immediately after the outbreak of hostilities with Japan, the board authorized President Pulliam to inform Chairman Fly that NAI was placing at the disposal of the Government the complete facilities of every member station.

The executive committee recognized, it stated, that in time of war the entire broadcasting industry is "subject to immediate operation by the Government," and thus made clear to Washington officialdom that the network affiliate stations knew their responsibilities and were prepared to assume them "voluntarily and wholeheartedly".

In its statement to Chairman Fly, NAI said that its copyright committee had been able to obtain revisions and clarifications of ASCAP contracts, which will result in savings of $1,000 to $4,000 a year to each station, adding that "no other organization had made any effort in this direction". It also observed that it had been responsible for simplification of transcription records "which will be of tremendous benefit and convenience to every station" bearing the notation that "no other organization had succeeded in making any headway in this matter."

Poke at Superpower

A vigorous thrust was made at superpower, as one of the prime objectives of NAI. It said it had organized nationwide opposition to superpower and through its legislative committee is prepared to "oppose vigorously the granting of superpower applications". No other organization has taken "one single step to combat this danger", it said, alleging that the superpower group has set up "the most heavily financed lobby ever organized in Washington to promote the interest of any radio group."

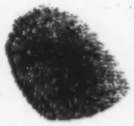
A biting condemnation of the Sanders Bill was made by the group, with the declaration that it had discovered that it is "skillfully designed to make almost impossible the improvement of facilities and the expansion of community service of practically every radio station in the United States outside of the radio royalists group." The bill was said to have been drafted with "careful deliberation and is being promoted by the radio royalists who now are industriously seeking to discourage membership in NAI."

Declaring that passage of the Sanders Bill in its present form would be a "serious blow to more than 90% of the country's radio stations", NAI charged that the "radio royalists" had deceived the industry regarding this measure. It was further charged that this group "always plays together and functions in behalf of its own spe-

(*Continued on page 29*)

"OUR EMPLOYEES KNOW OF THIS ADVERTISEMENT"

(*in fact, they asked us to write it!*)



MARKETS, like fingerprints, differ from one another. Differing markets mean differing sales-problems...that's one reason why Spot Radio was born. For Spot Radio gives you the flexibility you need to match your *methods* to your markets . . . provided you really *know* those markets in the first place!

And that, of course, is why our NBC Spot Specialists wanted us to run this ad. To point out to you that they have at their fingertips all vital facts about each of the 11 American areas covered by the 17 NBC Key Stations: facts they're glad to pass on to you, without obligation.

Want to *know* the listening habits of Pittsburgh—? The buying habits of San Francisco—? Retail outlets and dealer setups in Denver, Chicago or Washington—? Is Philadelphia a department store city—? New York—? Fort Wayne—? Schenectady—?

Call in a NBC Spot Specialist!

For our men are on very intimate terms indeed with these markets. They've been close to them for years—have watched every change, every development...right down to the present day, hour and minute. And facts and figures aren't their only stock in trade. For—based on these facts and figures—they can offer you *solid selling*-suggestions to help put your product over the top.

Call a NBC Spot Specialist *today!*

NBC
Key Stations
in 11 Vital
Markets
Tops for Spot and Local Radio Advertisers
WEAF . . . NEW YORK
WJZ . . . NEW YORK
WMAQ . . . CHICAGO
WENR . . . CHICAGO
KGO . . . SAN FRANCISCO
KPO . . . SAN FRANCISCO
WRC . . . WASHINGTON
WMAL . . . WASHINGTON
KOA . . . DENVER
WTAM . . . CLEVELAND
Westinghouse Stations
WBZ . . . BOSTON
WBZA . . . SPRINGFIELD
KYW . . . PHILADELPHIA
KDKA . . . PITTSBURGH
WOWO . . . FT. WAYNE
WGL . . . FT. WAYNE
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WGY . . . SCHENECTADY
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NBC SPOT & LOCAL SALES
New York · Chicago · San Francisco · Boston
Washington · Cleveland · Denver · Hollywood
NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

Lorillard Revision

P. LORILLARD Co., New York (Beechnut cigarettes) on Jan. 2 will replace *Don't be Personal* on 6 NBC Pacific-Red and 6 Pacific-Blue stations with a half-hour of news and music, Fridays, 8:30-9 p. m. PST. Program will be titled *Beechnut King's Size Weekly*. Agency is Lennen & Mitchell, New York.

Skelton in Film

RED SKELTON, Hollywood star of the weekly NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Co. (Raleigh cigarettes), has been signed for a leading comedy role in the MGM musical film "As Thousands Cheer," written by Irving Berlin and Moss Hart. Truman Bradley, announcer on that program, portrays a detective in the 20th Century Fox film, The Night Before the Divorce, now in production. Harriet Hilliard, vocalist on the Red Skelton & Co. broadcast, has been given the lead in Canal Zone, to be produced by Columbia Pictures.

Perry's Surprise

RICHARD PERRY, newscaster of WFAA-WBAP, Dallas-Fort Worth, hardly thought the notes which he was jotting down for a concluding newscast at 3 a.m. last Monday regarding the Japanese attacks on Hawaii would have almost nationwide circulation. Paul Short, chief barker of the Dallas Tent of the Variety Clubs of America, who caught Perry's broadcast, however, had a different thought on the matter. He promptly sent out mimeographed copies of the 500-word message to 16,300 theatres throughout the country.

KHSL, Chico, Cal., has completed installation of a new Wincharger tower, making directional system ready for 1,000-watt fulltime operation.

Book Spots Suspended

SIMON & SCHUSTER, New York, *Your Income Tax* will suspend its campaign for two weeks over the holiday season and will resume broadcasting Jan. 5, it has been announced by Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle. The publishers will run continuously for eight weeks from Jan. 5 to Feb. 28 on 588 stations. A series of new transcriptions is being recorded and will be in the hands of the stations on Dec. 30, according to Mr. Kraft.

Lehn & Fink Spots

LEHN & FINK PRODUCTS Corp., New York (Hinds Honey & Almond cream), on Jan. 8 will start announcements for five weeks on 65 stations. Campaign is a resumption of a schedule which ran earlier in the fall. Agency is William Esty & Co., New York.

Walter G. Preston Jr.

WALTER G. PRESTON Jr., 3[illegible] manager of the NBC's public service division, on Dec. 6 was found dead in his New York apartment.

Mr. Preston

A graduate of Yale, Mr. Preston became assistant to Dr. Robert M. Hutchins, when the latter was elected head of the U of Chicago in 1929. While in that position, Mr. Preston surveyed radio's possibilities for public relations and adult education. In 1932, he became administrative vice-president of the Bankers Reserve Life Co., and in 1935 joined NBC as assistant to the vice-president and treasurer. He supervised such programs as *America's Town Meeting of the Air* in New York and the Chicago *Round Table* broadcasts. He is survived by his wife, Marguerite.

WTJS 1 kw. License

WTJS, Jackson, Tenn., has obtained a license to cover its recently granted increase from 250 to 1,000 watts, unlimited time. Station has been operating with the increased power by a temporary authorization for the past several months. New equipment of WTJS includes a 15-acre land tract, 2 miles south of Jackson, on which has been built a new modern transmitter building housing the latest type RCA 1 kw. transmitter. Directive antenna system consists of two vertical steel towers each 189 feet high.

Catherwood to WWRL

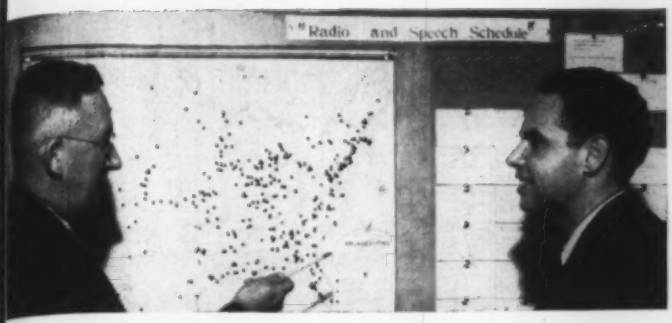
ROBERT A. CATHERWOOD, formerly radio consultant specializing in the reorganization of independent stations, and previously account executive of WOR, New York, has been named general manager of WWRL, New York, as announced by William H. Reuman, president of the Long Island Broadcasting Corp., which operates WWRL. Mr. Catherwood was at one time with the Scripps-Howard newspaper chain, and also spent five years abroad as advertising consultant.

Holiday Serial

UNUSUAL CHRISTMAS presentation of a daytime serial version of Dickens' "Christmas Carol" has been arranged for the week of Dec. 22 by Wheatena Corp., Rahway, N. J., for the nine stations carrying its *Wheatena Playhouse* program five times weekly. Five transcribed quarter-hour episodes, produced by Ed Wolf Associates, will feature Edmund Gwenn as Scrooge, and Ted Donaldson, as Tiny Tim. Compton Adv., New York, is agency.

BOTH the *Hartford Courant* and the *Hartford Times*, the city's two daily newspapers, have started carrying program listings for W65H, Hartford, Conn., FM station. The station also carries daily announcements that W65H listings can be found on the radio pages of the two newspapers.

As usual KTAR attracted them
KTAR
KTAR
IT'S a natural! In Arizona radio the "smart money" is on KTAR. That is recommendation enough for men who have learned the hard way that it pays to stay with a good lead. The result . . . KTAR microphones regularly attract such audience thrilling personalities as John Henry Lewis . . . Joe Louis . . . Bill Tilden and Les Stoeffen. The same is true with the biggest names in advertising. KTAR offers what it takes to attract and hold them . . . more complete coverage of the rich Arizona market.
KTAR
PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles
The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix
★★KVOA-Tucson
★★KYUM - Yuma
★★KGLU-Safford
★KCRJ - Jerome
★KWJB - Globe
★KYCA-Prescott
★★ NBC RED and BLUE Network Stations
★Other ABC Stations
AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE



HEAD UNBOWED, despite the shoulder-sagging title of Executive Officer of the Public Relations, Intelligence & Plant Protection Branches, Office of the Quartermaster General, John S. Hayes, Lt. QMC looks on as Col. P. A. Osmun, Chief of the P.R., I&PPB, OQMG, points to a BROADCASTING station map whose dots represent each broadcast presented on the activities of the Quartermaster Corps. Lt. Hayes, assistant director of program operations for WOR-Mutual, took a year's leave of absence last April 21 to head the Radio Section in the Public Relations Division in the Office of the Quartermaster General, Washington. The lieutenant's new title was given him recently in recognition of defense efforts.

NAI Attack

(*Continued from page 26*)

cific interests, never in behalf of the entire industry."

The "effective activity and resulting accomplishments" of NAI "loom as a threat to the traditional control of the industry by the same radio royalists' ", the board advised Chairman Fly, adding that it is "easy to understand therefore why they are so actively engaged in attempting to check and thwart NAI."

Praise for FCC

Regarding FCC matters, NAI said it had taken the position that counsel and cooperation with the FCC not only is "common sense but essential to healthful growth of radio". Charging their opposition seeks to convince broadcasters and the public that the Commission is the enemy of broadcasting per se, NAI said the result of this "hymn of hate is suspicion and misunderstanding on all sides".

The group said it holds no brief for the Commission but neither does it sanction the "unjustifiable attacks which have been made on the Commission, and especially on the Chairman of the Commission, by these radio royalists who apparently are determined to destroy that which they cannot rule." It added that it holds the opinion that the industry's problems can best be solved by "common sense, cooperation and discussion with the Commission as the regulating body, rather than by such methods as the all-out attacks which the radio royalists are making."

NAI said that it had formed three committees—copyright, legislative and network group, the latter made up of members representing affiliates with each network to institute negotiations to obtain more equitable contract provisions, to carry on major work. It added that the organization proposes to represent the independently-owned network affiliate stations, "free from outside influence and domination".

NAI under its organization structure excludes stations in the 250-watt-local category, whether or not network-affiliated, as well as Class I-A stations having superpower potentialities. It will hold its first meeting, designed to elect a permanent slate, in Chicago about mid-April. Temporary headquarters have been established in the Munsey Bldg., Washington.

Wall Managing WIBC As McLaughlin Leaves

RESIGNATION of A. C. McLaughlin as vice-president and general manager of WIBC, Indianapolis, and assumption of active management by H. G. Wall, president and principal owner, was announced last week.

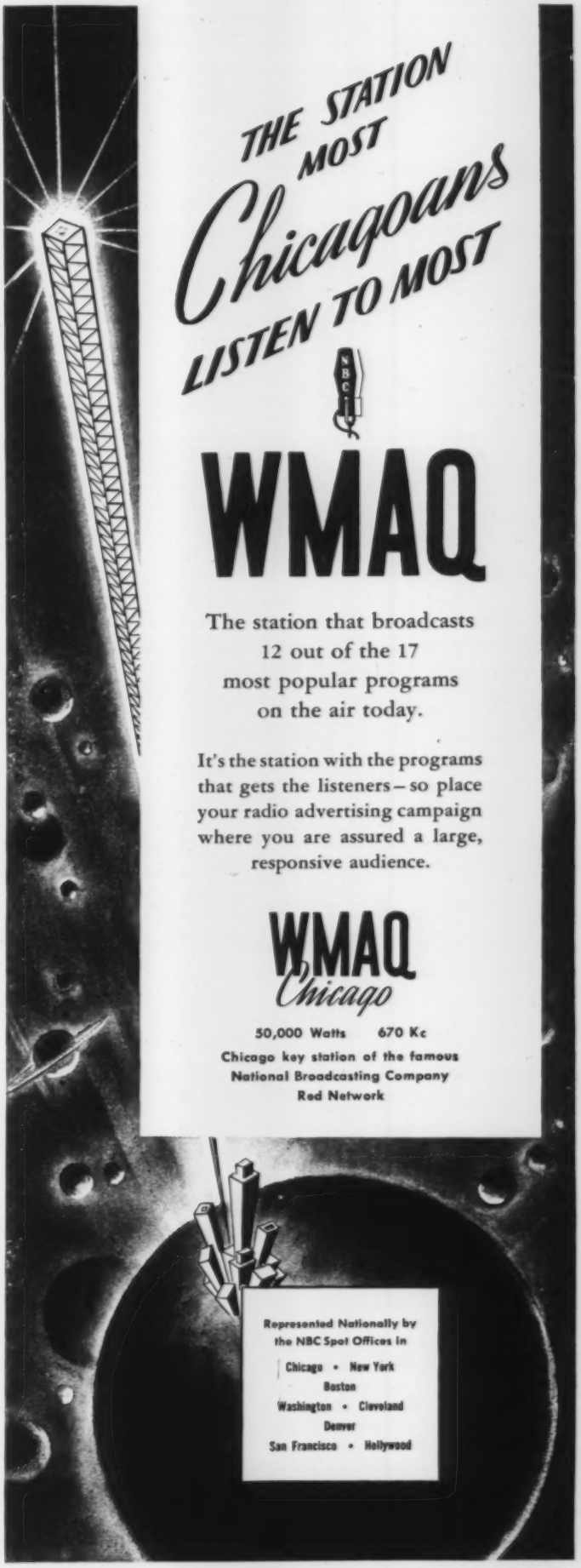
Mr. Wall

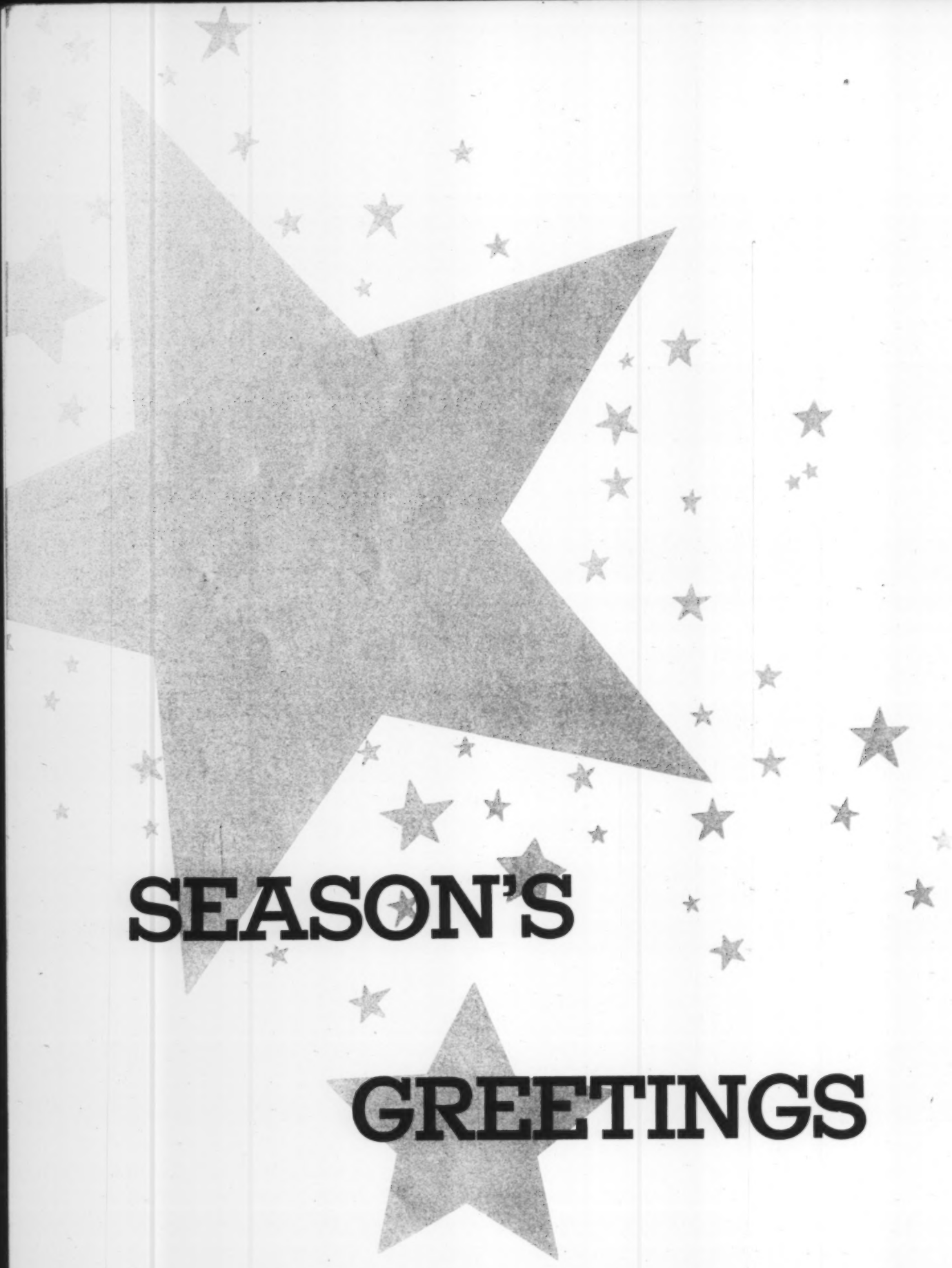
Mr. Wall, an attorney, heretofore has not been active in direction of the station, which began operation in 1938. Mr. McLaughlin, who has not announced future plans, took over active direction of the station upon its formation. It is a regional on 1070 kc. and an MBS basic outlet.

J. J. Flanigan, also a charter employe, has been advanced to commercial manager, Mr. Wall announced. Jack Morrow has been named program director and William Haley, formerly of KMOX, St. Louis, is director in charge of rural programs.

Crosley Adds Reuters

REUTER'S, British news service, has been added to supplement AP and INS services used by editorial rooms of WLW - WSAI - WLWO, Cincinnati, it has been announced by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Reuter's will present the news of the Far Eastern front to the stations' news analysts by direct wire from Shanghai and events of the European and African conflict from London. These reports will be shortwaved to Long Island, N. Y. and filed by special lines to the WLW teletype machines.


THE STATION MOST
Chicagoans
LISTEN TO MOST
NBC
WMAQ
The station that broadcasts 12 out of the 17 most popular programs on the air today.
It's the station with the programs that gets the listeners – so place your radio advertising campaign where you are assured a large, responsive audience.
WMAQ
Chicago
50,000 Watts 670 Kc
Chicago key station of the famous National Broadcasting Company Red Network
Represented Nationally by the NBC Spot Offices in
Chicago • New York
Boston
Washington • Cleveland
Denver
San Francisco • Hollywood


SEASON'S
GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WFBR	Baltimore	MBS
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFAB	Lincoln	CBS
KARK	Little Rock	NBC
KFI	Los-Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRNL	Richmond	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
WAGE	Syracuse	MBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

THE YANKEE, COLONIAL AND TEXAS QUALITY NETWORKS

HOW *Pierpont*
Discovered "One-Way" Coverage

PIERPONT is an advertiser. He has long relished the rich city markets of Albany, Schenectady, Troy, Utica, Binghamton, Poughkeepsie, Kingston, Pittsfield, Burlington, and the prosperous towns and farms surrounding them. But they're so widely separated! How to reach them *all?*

Radio, Pierpont is convinced, is just the thing. But so many stations! And the expense!

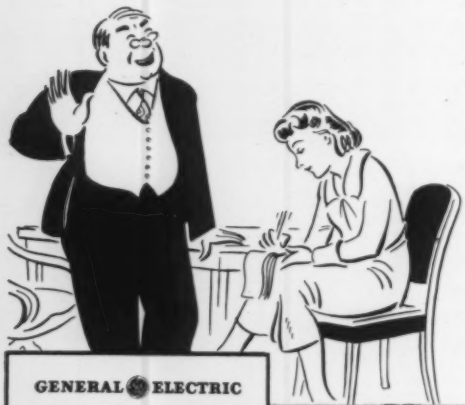
One day a WGY representative called on Pierpont. "You can cover the entire market of eastern and central New York and western New England with just one station," he said, **"WGY".**

"What's that?" Pierpont shouted; "50,000 watts and a member of the Red Network of NBC—at a cost of only a few cents per thousand listeners! Why, it's wonderful!"

"We call it '*one-way*' coverage," calmly explained the 'GY rep. (He's used to such enthusiasm.) "It's the *one way* to cover the whole market at one shot."

"When can we start?" cried Pierpont.

Well, Pierpont *did* start using WGY's "*one-way*" coverage. Now his advertising problems in WGY's wealthy market are solved. And his sales are doing very nicely, thank you.



Speaking of sales, want to help yours? Write to WGY for more information. Or ask at any NBC Spot Sales Office.

GENERAL ELECTRIC

WGY

50,000 WATTS

SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices

New York Chicago Boston Washington
Cleveland Denver San Francisco Hollywood

WGY-52-211

JOVIAL JOKESTERS Harry Hershfield, "Senator" Ed Ford, and Joe Laurie Jr. (l to r, standing), stars of the *Can You Top This* program on WOR, New York, gaze as Alfred J. McCosker, president of WOR, signs the commercial contract for the series. At r, E. Keesely, assistant secretary of N. W. Ayer & Son, represents Kirkman & Son, Brooklyn, which starts the weekly series Jan. 6, 1942, for its soap products.

NBC BOARD STUDIES SEPARATION PLAN

BESET with emergency war operations, NBC's board of directors met last Monday (Dec. 8) but did not act on the plan for separation of the Red and Blue networks. While no formal statement was made, it is understood that further study of the plan was delegated to a committee of the board.

The over-all plan, proposing complete divorcement of the two networks, with the Blue probably to become the "United Broadcasting System", is the result of many months of study and exploration. Mark Woods, NBC vice-president and treasurer, and Edgar Kobak, vice-president in charge of Blue Network sales, were said to be slated to become president and executive vice-president respectively of the "UBS" [BROADCASTING, Dec. 8].

With the uncertainties incident to the war, it was thought the whole plan might be held in abeyance, at least until the present confusion and hysteria has been dispelled.

Ballantine on Blue

P. BALLANTINE & SONS, Newark (beer), through J. Walter Thompson Co., New York, on Dec. 12 shifted the weekly half-hour variety program *Three Ring Time* from MBS to 52 NBC-Blue stations, Friday, 8:30-9 p.m. (EST), with West Coast repeat via transcriptions, 9-9:30 p.m. (PST). Continuing to feature Milton Berle, comic, and Charles Laughton, dramatic actor, cast also includes Shirley Ross, vocalist, and Bob Crosby's orchestra. Bill Goodwin is announcer-stooge, with Maury Holland agency producer. Myron Dutton is NBC Hollywood producer assigned to the show.

PREVIEW broadcast of *Baseball in 1942*, covering trades, deals and plans for next season, was presented Dec. 4 on Mutual from the Convention of the National Assn. of Professional Baseball Clubs in Jacksonville, Fla.

Foreign Tongue Outlets Offer Their Facilities

OPERATORS of foreign language stations in metropolitan New York, meeting Dec. 9 at the headquarters of WHOM, Jersey City, decided to ask city, state and Government agencies to make fuller use of their facilities than ever before in view of the fact that many listeners in that area understand foreign languages more perfectly than they do English.

All important wartime messages can be brought on these stations to the foreign-speaking peoples in any of the following languages: Italian, Polish, German, Yiddish, Spanish, Hungarian, Lithuanian, Czech, Ukrainian, Greek, Armenian, Chinese, Syrian, Russian and French.

At the meeting it was stated that the agencies will be requested to call on the foreign-language stations for this service as one that no strictly English language station can possibly offer.

Present at the meeting were representatives from WBYN, Brooklyn; WCNW, Brooklyn; WBNX, New York; WWRL, Queens; WEVD, New York; WHOM, Jersey City, and WOV, New York.

RCA Dividend

FOLLOWING the meeting of the RCA board of directors in New York Dec. 8, David Sarnoff, president, announced the following dividends: On outstanding shares of first preferred stock, 87½c per share, for the last quarter to holders of record Dec. 18; on "B" preferred stock, $1.25 per share; on common stock, 20c per share to holders of record Dec. 19.

Appeal to Lumberjacks

RADIO is being used to recruit lumberjacks, teamsters and bushmen to Northern Ontario lumber camps. The Abitibi Power & Paper Co., Toronto, has placed a series of quarter-hour programs of hillbilly tunes, popular with the lumberjacks, with CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CKRN, Rouyn, Que.; and CKVD, Val d'Or, Que., to help in recruiting 1,000 men needed in the company's big lumber camps in Northern Ontario. Account was placed direct.

MBS BOARD VOTES NEW STOCK PLAN

APPROVAL of the MBS budget for 1942 was voted Dec. 1-2 at the meetings in Chicago of the Mutual board of directors and stockholders, who also considered plans under which six additional member stations of Mutual would increase their shareholdings in the corporation, as announced Oct. 31 [BROADCASTING, Nov. 3].

Prior to that date three members, WOR, New York; WGN, Chicago, and the Don Lee Network, owned 25 shares each, and four members now own six shares each, including CKLW, Detroit, WKRC, Cincinnati, WHK, Cleveland, and the Colonial Network. Technical and practical problems prevented final stock issuance at the meeting or further discussion of increase in stockholdings.

Present at the meetings, presided over by W. E. MacFarlane, WGN, president, were: A. J. McCosker, president of WOR and chairman of the MBS board; Lewis Allen Weiss, Don Lee, executive vice-president for the west coast; Theodore C. Streibert, WOR, executive vice-president of MBS; E. M. Antrim, WGN, executive secretary-treasurer; Fred Weber, general manager; Directors H. K. Carpenter, WHK-WCLE, John Shepard III, Colonial; Stockholders J. E. Campeau, Hulbert Taft, Jr., Benedict Gimbel, Jr., Leonard Kapner, I. R. Lounsberry, Hope Carroll, Jr., Ed Woods, Jr., MBS sales manager; Miles Lamphiear, editor, and Keith Masters, legal adviser.

TRIBUTE TO SENATOR
Brings Many Congressmen —To KGHF, Pueblo—

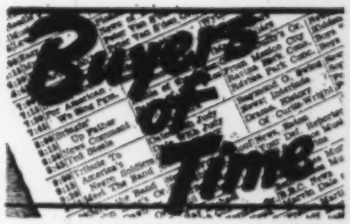
RECENT TRIBUTE to the late Senator Alva B. Adams of Colorado, originating from KGHF, Pueblo, Col., following the funeral in Pueblo, Dec. 4, attracted one of the largest Congressional delegations ever to assemble in a radio station.

Participating in the half-hour broadcast were: Senators Willis (R-Ind.), O'Mahoney (D-Wyo.), Hatch (D - N. Mex.), Johnson (D-Colo.), Wiley (R-Wis.), Elender (D-La.), Butler (R-Neb.), Downey (D-Cal.), LaFollette (Prog-Wis.), Chandler (D-Ky.), Wheeler (D-Mont.), Gillette (D-Iowa), Truman (D-Mo.), Chavez (D-N. Mex.), O'Daniel (D-Tex.), Clark (R-Idaho).

Representatives present and participating were: Robinson (D-Utah), Murdock (D-Ariz.), Chenoweth (R-Colo.), Anderson (D-N. Mex.), Lewis (D-Col.). Also present was Oscar L. Chapman, Assistant Secretary of the Interior.

Stromberg Divided

STROMBERG - CARLSON Telephone Mfg. Co., Rochester, has declared a dividend of 50c a share of common stock payable Dec. 24, the first since Dec. 1, 1937. The dividend, payable to stockholders of record Nov. 29, is "due in large measure to the sweeping progress made by FM—the broadcasting phenomenon of 1941," said Lee McCanne, secretary and general manager.



FLETCHER TURNER

NO NEED to pardon that Southern accent. The gentleman from North Carolina is rather proud of it. The Turners were old settlers in Raleigh and the gentleman's grandfather fought on the Confederate side during the Civil War. Grandson Fletcher, of the Raleigh Turners has since migrated to New York, where he is timebuyer for J. M. Mathes Inc.

Fresh out of Duke U in 1931, Fletcher went to work in his father's bottling plant, tired of it, packed and came north. In February, 1933 he landed his first job in New York—in the production department of J. M. Mathes—he has been with the agency ever since.

After two years, he was transferred to the radio department as general utility man and all-round assistant to Bill King, radio director; together they were pretty much the whole radio department. Fletcher says he did practically all types of work.

About two years ago, as the Mathes radio accounts grew, a separate division of timebuying was created and Fletcher was given radio schedules for such accounts as Canada Dry Spur and Ginger Ale, Luden's, New York State Milk and International Salt.

Business administration was Fletcher's "major" at Duke, where he starred on the track team and once came within two inches of tying the State pole-vault record. Right now his sport is golf, his hobby, amateur photography. He's quite a football enthusiast, too, and has recently been elected president of the New York chapter of the Duke Alumni Assn., which has over 700 members. Fletcher is still pretty much of a newlywed. He and Dorothy Lippincott, of New York, took the step last Aug. 20.

Sam Theodore Lyons

SAM THEODORE LYONS, 45, partner in the firm of A. S. Lyons Inc., Beverly Hills, Cal., talent agency, died in his home in that city on Dec. 6, following a heart attack.

IN TEN SHORT DAYS OVER 3,000 NORTHERN CALIFORNIA LISTENERS Tried a new product!

Gordon Owen told them about it on KSFO's local program... "The Home-Service Council".

May we give you the complete details on how to crack this rich San Francisco - Northern California market?

Added proof that KSFO local programs reach a tremendous audience – and sell them!

KSFO

A CBS Station · San Francisco

Chase & Sanborn Shift Drops Abbott & Costello

STANDARD BRANDS, New York, with the Jan. 1 shift of the Chase & Sanborn coffee account from J. Walter Thompson Co. to Kenyon & Eckhardt, has released Bud Abbott and Lou Costello, comedy team, from their contract after Dec. 28.

In a new agreement, Edgar Bergen was given control of the *Chase & Sanborn Show*, a setup the comedy team reportedly also sought. As a result Abbott & Costello are said to have served unofficial notice of withdrawal. Abbott & Costello are reported as having a $7,500 weekly offer to head a new half-hour program

Thomas D'Arcy Brophy, New York president of Kenyon & Eckhardt was in Hollywood recently for conferences with Bergen and to discuss takeover of the show. Joe Stauffer, New York radio director of that agency is setting up a Hollywood production unit, signing Don Clark. KFI, Los Angeles, producer. Maury Holland, current producer, will be given another J. Walter Thompson Co. assignment. Mary Hanrahan, Hollywood business manager for Edgar Bergen, assumes additional responsibility of talent buyer for the show.

RCA Transfers

JOHN K. WEST, district sales manager at Cleveland for RCA Mfg. Co. since 1938, has been assigned to San Francisco, replacing E. J. Rising, resigned. Harold M. Winters of the Kansas City district, has been transferred to fill the vacancy in Cleveland. District manager at Kansas City is now Harold R. Maag, formerly in charge of merchandising activities in Southern California.

BRASS-BOUND BESSIE of another era, presented to Charlie Smithgal the Morning Watchman, 6-8 on WAGA, Atlanta, has more significance than the obvious humorous angle. Frost Cotton Motors, with two announcements on Charlie's program, indicated in the presentation of the gift that it was not just a suggestion to help National defense but that it also represented a coordination of effort.

Radio Bond Drive Is Speeded by War

Air Drenched With Promotion For Defense Certificates

WHEN WAR was declared on the United States last week, radio did a tremendous job in further support of the Treasury's defense bond and stamp program. Within 24 hours after the declaration, according to Vincent F. Callahan, chief of the Radio Section, every station in the country, every news commentator and every network commercial program was using specially prepared copy wired to them by the Treasury.

Henry Morgenthau Jr., Secretary of the Treasury, was strong in his praise of the stations and sponsors.

"The wholehearted cooperation of the radio industry in this crisis is most gratifying to me," the Secretary declared. "Virtually every radio station and every radio advertiser has rallied to our support. Every station and program to which I turn my radio is carrying defense bond and stamp announcements. Radio is rendering a great service to the Treasury in these vital days."

During the first 24 hours of the crisis the Treasury sent approximately 2,000 telegrams to sponsors, radio stations, news commentators and women's program directors outlining the editorial policy of the campaign, effective immediately. On Monday night more than 1 commercial network programs carried the new defense bond announcements.

Quick Messages

The work of the radio stations in getting word to all stations was greatly facilitated by cooperation of NBC, CBS and MBS, Mr. Callahan said. The teletype services of NBC and CBS were turned over to the Treasury, as was the Mutual conference call system, to get new announcements to their affiliated and M & O stations by the quickest possible method. Without this cooperation from the networks, it would have been almost impossible to contact all stations on such short notice, according to Mr. Callahan, owing to the staggering amount of telephone and telegraph traffic out of Washington that day.

PLANNING AN "AIR" RAID ON MOSCOW (Ky.)?

If you're revving up for an air blitz on Moscow (Ky.), WAVE will probably carry your message there all right—but after that, you'll probably wonder why either you or we took the trouble! Moscow, you see, is a darned sight different from the Louisville Trading Area (which, *alone*, accounts for 54% of Kentucky's retail business)! WAVE reaches every sector of this moneyed market, and we get the *listening* audience because we're the only NBC Basic Red Network station for 100 miles around! When do we take off for *you?*

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

● This month more than 40,000,000 pounds of burley tobacco will be sold in Johnson City and four other towns in WJHL's primary coverage area. Tobacco growers are getting more money for their cash crop this year than ever before. And remember, WJHL is the only single advertising medium that can give you adequate coverage of this market at one low cost.

1000 WATTS · 910 KC · NBC BLUE

WJHL

Johnson City, Tenn.

International Radio Sales
Representatives

W. Hanes Lancaster
Manager

THE TIMKEN GIRLS SELL STAMPS

WHDC and Factory Team With Stunt to Boost Local Sales of Defense Certificates

EDITOR'S NOTE: The following story is printed by the editor of BROADCASTING *as an example of how patriotism, civic spirit, and enterprise of a local business organization and a radio station may aid the Treasury in furthering the promotion and sale of United States Defense Bonds and Stamps. This story was submitted to* BROADCASTING *by the Treasury, with the explanation that its publication would aid materially the Defense Savings campaign by indicating methods through which radio stations, in cooperation with their sponsors, can assist the Defense Savings Program.*

ONE DAY last month Felix Hinkel, manager of WHDC in Canton, O., and Roy D. Moore, State Administrator of the Ohio Defense Savings Committee, approached the Timken Roller Bearing Co. with an idea to promote the sale of defense stamps in Canton. The enthusiastic cooperation of the Timken Co. with the plan resulted in stamp sales during the four-day campaign of $6,417.10—only $1,000 less than the total sales in Canton from May 1 to Oct. 1.

To accomplish these outstanding results, Timken combined radio advertising, publicity stunts, and newspaper advertising, but according to executives of the company, the cost of the promotion was nominal.

Timken Girls

First step was to choose eight Timken factory girls as "Timkenettes" for the four-day sale, Nov. 14, 17, 22 and 28. Costumed in specially designed red, white and blue outfits, the "Timkenettes" sold defense stamps on the streets, in offices, and conducted a courier service for residential districts. They were used in a variety of publicity stunts, directing people to the defense stamp booth, erected by WHDC in Courthouse Square. The "Timkenettes" were also tied into the radio promotion through skits broadcast the night before each Timken Defense Stamp Day.

Each day of the sale, Timken set a goal for Defense Stamp sales. An effigy of a Timken workman, "Pal Joey" by name, was hoisted up the Courthouse flag pole as sales progressed. His slogan was "Give me a boost, help me touch the flag before sunset." "Pal Joey" reached the flag long before his appointed time each day, as on all four days the goal set was reached and passed.

The radio promotion consisted of a daily man-on-the street interview at the defense stamp booth, and eight spot announcements per day for four days.

Full page newspaper ads and teaser copy were used to introduce and arouse public interest in the Timken "Mystery Man". On the fourth day of the sale, each defense stamp purchaser received a specially designed receipt. The Mystery Man, an unidentified Canton resident, roamed the streets seeking out persons who could show such a receipt. The lucky persons were awarded from $1 to $5, and it was estimated that over 75% of the persons who received any part of the $100 given away in this manner, returned to the booth immediately to purchase more Defense Stamps with their prize money. The interest aroused by radio and newspaper publicity in the "Mystery Man" stunt resulted in Defense Stamp sales of $15,081 on the fourth day of the campaign.

The campaign was promoted by store window cards, and four banners hung across the street. Every available publicity angle was tied into the campaign.

Mr. Hinkle and Timken Girl

EDDIE DUNSTEDTER, radio, stage and screen organist, has been signed by KMOX, St. Louis for a 13-week series titled *The Master Makes Melody*, heard three times weekly. He plays on six keyboards of four instruments—the Steinway, Solovox, Hammond organ and Novachord.

WHO Golden Gloves

WHO, Des Moines, will hold its fifth annual Golden Glove amateur boxing tournament in the Des Moines Shrine Auditorium Jan. 19, 26, Feb. 2 and 9, according to Bill Brown, WHO sports editor. A team of eight local boxers will be chosen in the competition to represent WHO in the Chicago Tournament of Champions. The WHO bouts are the only ones in Des Moines officially sanctioned by the *Chicago Tribune*, originator of Golden Gloves tournaments and sponsor of the Chicago tourney. Last year 266 amateur boxers and 27 teams competed in the local tournament.

Stella Unger Series

NBC RADIO-RECORDING Division is preparing a series of five-minute transcriptions titled *Look in the Mirror*, featuring Stella Unger, to be available to local stations for spot advertisers. Miss Unger is heard on NBC-Red, Wednesdays 6:30-6:35 p.m. on a live program, while transcriptions are heard on over 200 stations.

NEWS! NEWS! NEWS!

Radio is the all-important news source here in the Northwest and with the addition of the Associated Press Radio Wire KFYR is the only single medium capable of serving North and South Dakota, Western Minnesota and Eastern Montana. Ask any John Blair man about sponsoring a newscast.

BISMARCK, N. DAK. KFYR

NBC affiliate • 550 kilocycles • 5000 watts day & night

XUM

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Author, Lecturer, Traveler

MISS OLIVE KACKLEY
Dramatic and Shakespearean Lecturer

Two thousand different groups applauded their personal visits. Just another reason why the listeners in the great Cincinnati market are WCKY-minded.

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personally tell our story to more than five hundred thousand people in past two years. Two hundred and thirty-one cities visited personally by these Good Will Ambassadors at WCKY expense. Sixty-three different types of Service Clubs, Educational Groups, Fraternities, Red Cross and Community Chest drives, State and County Fairs, Garden Clubs, Conventions, Labor Organizations, Commencements, and Military Posts.

L. B. Wilson

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Radio Goes to War

WAR — GRIM, swift, terrible — has struck home. In a twinkling the "defense" program has become a "victory" drive. Radio, for the first time in its meteoric development, goes to war. It faces the supreme test, as does the nation itself.

The shock of the Jap attack threw things off balance momentarily. Mistakes were made; confusion was provoked; there was hysteria. Radio was not entirely faultless in the spread of "unconfirmed" rumor, fed through customary news channels. But, all in all, radio has acquitted itself well.

Let's not delude ourselves about censorship! Military censorship is on and will remain on until victory is won. The almighty "scoop" must be forgotten, until it is checked for fact and has passed Government scrutiny as matter that will not give aid and comfort to the enemy. That edict comes from the President of the United States, the commander-in-chief of the armed forces.

Every broadcaster, every man who faces the microphone, should read and re-read the words of the President in his address to the nation last Tuesday. Every newspaper and every broadcast station, Mr. Roosevelt said, has a most grave responsibility now and for the duration. And in his words, neither has the "right in the ethics of patriotism to deal out unconfirmed reports". That is the solemn warning. It must serve as the guide-post for journalism, whether printed or aural.

In material things, radio is going to be affected, particularly in the earlier stages. Shutting down of stations on the coasts during imminent air attack or during black-outs, means commercial cancellations and rebates. Release of time for war communiques, for Government informational broadcasts, and for morale purposes, also may cut in on normal schedules.

These may be only temporary dislocations. After the period of trial and error, readjustments will come. There is no disposition to disturb normal operations beyond absolute necessity.

A good portion of this issue of BROADCASTING — first since the assault in the Pacific— is devoted to coverage of radio aspects of the first week of war operations. The Defense Communications Board, headed by FCC Chairman Fly, moved swiftly. Broadcasting was a secondary consideration in those early hours, since danger of espionage in the non-domestic communications fields was paramount. The job was done—done expertly, adroitly.

To predict the future would be sheer fantasy. The military establishment is calling the moves; the FCC, insofar as broadcasting is concerned, executes them. The safe, sane policy is for radio to follow orders, avoid controversy, be on the alert, and use its head.

Stations must avoid use of microphones by unknown persons. The "man-on-the-street" type of broadcast should be rigidly controlled and supervised lest some crack-pot, or even subversive influence, gain access to an audience and spread rumor that might result in panic. Transmitters should be guarded, particularly those outside city limits. Radio is a military objective. It must be guarded against sabotage. The function belongs to state or municipal police, not the Army.

The President foresees a long war. There will be a drain on radio personnel, because Uncle Sam needs experts and radio has them. There will be longer hours, tougher work, and heavier overhead. Quibbling about hours, union demands, and all that should be banished for the duration.

American radio already has been under siege. In Honolulu and in Manila broadcasters have felt the impact of war; have heard bombs explode, not knowing whether the next blast would blow them into eternity. Broadcasts to the United States, even under those conditions, went ahead.

On the Continent, radio as well as lights have been doused—silenced to prevent use of their carriers as beams. Only days ago, few thought it would happen here anytime soon. In England, stations continue to broadcast on standard bands, because they have evolved a "dehoming" technique that entails technical alterations. Before long it is expected this system will be adapted here, and that radio "blackouts" will cease.

All last week reports were rampant that radio assignments would be frozen, that powers would be increased or decreased, and that a rigid censorship would be clamped on everything. A war of nerves was on, too. Nothing of this sort has happened, but some of it may.

Questions, too, have arisen about a moratorium by Government on social reforms in radio — the chain monopoly regulations, the newspaper inquiry, the ban on multiple ownership, and other activities which pale into comparative insignificance against the backdrop of a nation fighting for its life. The answer, at the moment, is that these "social objectives" will be carried through. There appears to be no disposition to postpone, slow-down or shelve.

With the first war flash, radio found itself enlisted for the duration. The majority of stations stayed on all night that fateful Sunday. Most are maintaining continuous operation. The networks are providing around-the-clock service. That's the new radio tradition, established spontaneously.

Broadcasters have a solemn duty in this hour of crisis. In Seattle the other day a riot followed the silencing of stations. The public didn't know what had happened when the blackout came and no station could be heard for the explanation. That happened only because it came so soon after the shock of the war's outbreak and because the public hadn't been informed via radio.

And that tells the story of the industry's responsibility, of the abiding faith all America has in its radio—a faith that did not appear with its appalling impact until crystallized by the stark grip of war.

Heeding the words of the President, radio regards it as a privilege to perform its duty in the nation's defense until the war is won.

Radio will do its job!

Pied Typographers

SMALL WONDER that public resentment against organized labor has reached such a high pitch. Outrages of labor cliques against essential defense industries caused Congress to shift its position on labor even before Japan perpetrated its infamous attack.

Now radio again is made the butt of a new labor onslaught—that of John B. Haggerty, of the International Allied Printing Trades Assn. His proposal [see Dec. 8 BROADCASTING] to impose a franchise tax on radio, appropriate 50% of broadcast facilities for "non-profit" groups, and in effect disrupt commercial operations, constitutes an effort in the direction of mass lobbying against radio probably never before equalled.

The strange part of this crusade is that Haggerty's group already has been repudiated on its advertising tax by the American Federation of Labor, of which the printers' unions are part. In responsible labor quarters doubt even is expressed that the crusade represents the viewpoint of the entire printing trade group. Last August, at the hearings before the Senate committee on the franchise tax, W. C. Hushing, chairman of the AFL Legislative Committee, testified in opposition.

About the same time the *American Federationist*, official organ of AFL, reported that the executive council of AFL held the proposed tax would "unfairly discriminate in favor of newspapers and against radio stations, taking work away from a new industry and throwing work to an old one." The council then adopted a motion reading: "While labor believes that the United States Government should levy extra taxes on the people to pay for defense work, we do not believe in punitive or discriminatory taxation such as a special levy on radio advertising broadcasts."

In the face of that rebuke, Haggerty revives not only the confiscatory tax proposal but seeks to goad his unions into an all-out fight against radio. AFL itself should look into the amazing development.

We Pay Our Respects To —

JAMES LAWRENCE FLY

TOP MAN in radio today, with the United States at war, is James Lawrence Fly, chairman of the Federal Communications Commission and the Defense Communications Board. After a stormy regime at the FCC and a continuing line of squabbles with the industry, Chairman Fly looms as the No. 1 personality in the United States broadcasting and communications picture.

As chairman of DCB, Mr. Fly sits in the top chair of the group that not only has planned and made provision for the war-time functions of radio and communications, but now has complete power to utilize radio for the war effort. As chairman of the FCC he is in a position to implement these far-reaching plans for the industry's participation in defense, from the military as well as the civilian side. Right now he is closely identified with virtually every conceivable facet of communications operations.

Long-respected for his acuteness and energy, Chairman Fly surprised no one when, on Sunday afternoon, Dec. 7, he happened to be at his offices as the first flash was heard that Japan had attacked Pearl Harbor. Immediately he put in motion much of the complicated machinery set up through a year's planning by the FCC and DCB to operate in just such an emergency. Aided by key personnel of the FCC during the remaining Sunday hours and far into the early morning of the next day he contacted executives of communications companies, authorized special operating permits and generally supervised the tremendous mass of detail incident to the switch from a peace to a war footing. Within a few more hours he was presiding over meetings of both DCB and the FCC, from which developed still more emergency orders.

Coming into radio cold, "Larry" Fly has won respect in the industry for the way he assimilated a practical knowledge of its technical aspects. He surprised many, late in 1939, after only a few weeks on the Commission, when he was participating in the tail-end of the chain-monopoly hearings, with his ability to talk intelligently with technical experts on engineering aspects of network operation. The same has been true of his participation in proceedings concerning television and FM broadcasting.

A graduate of the U. S. Naval Academy and former general counsel of the Tennessee Valley Authority, Mr. Fly was nominated to the FCC by President Roosevelt on July 27, 1939, succeeding Frank R. McNinch as chairman on Sept. 1 of that year, with term to expire June 30, 1942. Little more than a year later—Sept. 24, 1940—President Roosevelt created the five-man Defense Communications Board, charged with planning the relationship of communications to national defense. The President named Chairman Fly head of the new advisory group at the time it was formed.

Youngest man to hold the FCC chairmanship, Mr. Fly was born on a farm in Dallas County, Tex., Feb. 22, 1898, coming from pioneer Colonial stock. He attended country grade schools at Seagoville, Dallas County, until 1914, and was graduated from the Dallas City High School in 1916, where he was a whiz in debates and oratorical events. While attending school he worked at farming, a job at a cotton gin, store clerking and telephone operating in a local telephone system. He paid his way through high school by serving as a general clerk in Dallas courts.

In 1916, after being graduated from high school, he spent three months at a Naval Academy prep school at Annapolis, and in 1917 was appointed to the Academy. He was graduated in 1920, after winning the class debating championship and the Henry Van Dyke prize for the best essay and serving as class secretary. High grades won him an officership in the midshipmen regiment.

After serving three years in the Navy, largely on the Pacific Coast and in Hawaii (he had one tour of duty as a midshipman on the *Oklahoma*), he resigned in September, 1923. He had specialized in gunnery, but at the same time had studied law, which had led to his appointment as advocate for various naval courts and boards.

Upon retirement, the 25-year-old ensign entered Harvard Law School, winning scholarships each year. He was a member of the Board of Student Advisors, a coveted honor. After two years at Harvard, and before his graduation, he passed the Massachusetts bar and was admitted to practice.

In the summer of 1924 he was employed by the Harvard Law School Assn., and the following summer was a law clerk with the admiralty law firm of Burlington, Veeder, Masten & Fearey, New York. After graduation in 1926, he was admitted to the New York bar and became associated with the law firm of White & Case, New York, specializing in corporate and financial practice.

His work with this firm received recognition during President Hoover's administration, and in 1929 Mr. Fly was appointed by Attorney General Mitchell as special assistant to the Attorney General in connection with a number of anti-trust suits. In 1932 he successfully prosecuted antitrust suits against the Sugar Institute, Bolt, Nut & Rivet Mfg. Assn. and the Wool Institute. He also handled the Justice Department's investigation of bread prices the same year and prosecuted one phase of the Western Grain Rate case before a Federal three-judge court in Washington State, arising out of an order of the Interstate Commerce Commission.

Mr. Fly remained with the Justice Department after President Roosevelt's inauguration and supervised several important cases growing out of NRA, Agricultural Adjustment Act and the Oil Code.

Under the New Deal, he was in charge of the preparation of two major TVA cases which won favorable decisions from the Supreme Court, and in 1935 he assisted former SEC General Counsel John J. Burns in defending the Utility Holding Company Act. He became general solicitor of TVA in 1934, and three years later was named general counsel as "a fitting recognition of his present responsibilities and past services".

Chairman Fly in 1923 married Mildred Marvin Jones, of San Rafael, Cal. They have two children—James Lawrence Jr., 13, and Sara Virginia, 11. Though not a "joiner", he is a member of the Harvard Club, of New York, and the Seminole Club, Forest Hills, N. Y., where he formerly maintained his residence. Before that fateful Sunday, Dec. 7, he used to play golf occasionally, and tennis whenever he could snag an opponent.

But since the war erupted, he's been working a three-man shift himself.

Personal NOTES

LLOYD C. THOMAS, owner and general manager of KGFW, Kearney, Neb., was recently elected president of the Kearney Chamber of Commerce.

CHESTER B. CAHN, former newspaperman and new to radio, has joined the sales staff of WBYN, New York.

JACK JARRELL, formerly city editor of the Topeka (Kans.) State Journal has joined INS, foreign news desk, New York.

HOWARD CLARK, formerly of CKSO, Sudbury, Ont., has been appointed commercial maanger at CKX, Brandon, Man.

FRANK RYAN, formerly manager of CKLW, Windsor, Ont., has been loaned by the Hudson's Bay Co., Winnipeg, where he is advertising manager, to take a post with the Wartime Price & Trade Board, Ottawa.

FRED W. CANNON, sales executive at All-Canada Radio Facilities, Toronto, is the father of a 9-pound, 2-ounce boy, James Herbert, born Dec. 1.

WILLIAM SENER, formerly of WSUI, the U of Iowa station, Iowa City, has joined the Chicago Radio Council as a production and research assistant.

WILLIAM S. KNAPP, formerly of the sales department of WDZ, Tuscola, Ill., has been appointed merchandise manager of WIBC, Indianapolis.

ROBERT F. ANTHONY, formerly program director of WORD, Spartanburg, S. C., has joined WSPA, Spartanburg, as merchandising and promotion manager. He is succeeded by William Ratcliffe, WSPA production manager.

WILLIAM MUDD, from KBND, Bend, Ore., has joined KHSL, Chico, Cal. as salesman.

DR. RAY H. MANSON, vice-president and general manager of the Stromberg-Carlson Telephone Mfg. Co., Rochester, has been elected to the official positions in the Radio Manufacturers' Assn. of vice-president, a member of the executive committee, and chairman of the RMA set division. He succeeds Paul V. Galvin in the latter two positions.

I. R. BAKER, manager of transmitter sales of RCA Manufacturing Co., is at Johns Hopkins in Baltimore for a physical checkup.

PILOT OFFICER D. R. P. Coats, formerly public relations chief at CKY, Winnipeg, and CKX, Brandon, Man., has completed a training course at the Royal Canadian Air Force base at Trenton, Ont., and is posted to No. 3 Wireless Training School of the RCAF, Winnieg.

MISS BILLEE WHEELOCK, formerly director of women's programs and publicity writer for KFBC, Cheyenne, has been appointed national sales manager of KDON, Monterey, Cal.

Frederick Leuschner

FREDERICK LEUSCHNER, counsel on the Pacific Coast for RCA and NBC, on Dec. 8 died of a heart ailment at the Good Samaritan Hospital, Los Angeles. Born in Berkeley, Cal., and a graduate of the U of California and Columbia Law School, Mr. Leuschner has been serving as an attorney for NBC for 11 years. He is the son of A. O. Leuschner, eminent astronomer of the U of California. His wife and a daughter, Lyn, survive.

John Charles Wilson

JOHN CHARLES WILSON, 32, television engineer and inventor, most recently in the technical radio research department of Hazeltine Service Corp., Little Neck, Long Island, died Dec. 5 of Hodgkin's disease at his home in Bayside. Born in London, Mr. Wilson joined Baird Television Development Co. in 1928.

While Others Shift
The Same
WCAO
in
Baltimore
☆Same Network
CBS basic since 1927
☆Same Frequency
600 kc. since 1922
☆Same Popularity
The Voice of Baltimore
Since 1922

BEHIND the MIKE

JOHN LAGEMANN, freelance radio writer, formerly of CBS, has joined the shortwave staff of the U. S. Coordinator of Information in New York. Also on that office's scriptwriting staff are Betty Wason, Charles R. Jackson and Harry Herrman.

MAURICE C. DREICER, educational director of WCNW, Brooklyn, and conductor of several programs stressing national morale, has been named supervising program director.

ALLAN KENT, announcer of WNEW, New York, two years ago since which he has been writing commercial radio jingles on the team of Kent-Johnson, has returned to WNEW with a Sunday 10-11:30 a.m program of recordings.

BILL MARTEL, formerly of WIND, Gary, Ind., has joined WAAF, Chicago as a staff announcer.

HAROLD CLARK, continuity chief of KGFW, Kearney, Neb., on Nov. 30 married Lillian Debruler, formerly of Omaha.

LLOYD CREEKMORE, formerly KMPC, Beverly Hills, Cal., soundman, has joined NBC Hollywood, in a similar capacity. He succeeds Ed Padgett, who is on leave of absence.

WILLIAM J. ADAMS, program director for WCHS, Charleston, and the West Virginia network, has been appointed radio chairman for the Committee for the celebration of the President's birthday, West Virginia chapter.

GENE SEADLER, formerly of KROY, Sacramento, Cal., has been named program director of KOH, Reno, Nev., replacing Merle Snider who has taken over the post of sales manager.

ART FORD, formerly of the WBNX, New York, announcing staff, joins WBYN that city, in the same capacity.

EMMA LOU JACKSON has been chosen from a number of competitors to substitute for Miss 580, who goes on vacation starting Dec. 10, heard over WCHS, Charleston, W. Va. Miss Jackson is on the engineering staff of WCHS and is co-announcer with Ken Given on the Streitman's street man show.

ART KIRKHAM, commentator of KOIN-KALE, Portland, Oregon, has been re-elected to the Board of Directors of the Portland Chamber of Commerce. Recently he was elected vice-president of the Portland Kiwanis Club.

BILL JOHNSON, program director and chief announcer, of WGCM, Gulfport, Miss., has joined WHLN, Harlan, Ky., as newscaster.

LESLIE HIGBIE, former employee of the Library of Congress, has joined the announcing staff of WDNC, Durham, N. C.

ALLYN CORRIS, of the WOV, New York, announcing staff, has been selected m.c. for the new *1280 Club* program which replaces the *1130 Club* with the change over of the station's facilities with WNEW, New York. Alan Courtney m. c., of the latter program, resigned Nov. 27.

BOB CARTER, chief announcer of WMCA, New York, and commentator for the Paramount Newsreel of the *Good-Will Hour* program, has joined WXYZ, Detroit, and the Michigan Network to handle special assignments, including the *Housewives Serenade*.

LEW WALKER, announcer of WBYN, Brooklyn, on Dec. 1 became the father of an 8-pound, 2-ounce baby daughter.

BILL PENNELL, former announcer of WIOD, Miami, has joined the announcing staff of WHN, New York.

WILLIAM F. RILLEY and Joseph N. Snyder have joined NBC Chicago guide staff.

JANET KISTEMANN, traffic manager of KYA, San Francisco and Lloyd Franke of the United States Coast Guard, were married Dec. 7 in Oakland, Cal.

ROBERT BEATTY, formerly of Hamilton, Ont., is the *At Your Request* announcer on the nightly *BBC Radio News Reel* heard on this Continent from the British Broadcasting Corp. at London.

GORDON KEEBLE, announcer of CFCH, North Bay, Ont., has moved to CKGB, Timmins, Ont.

JACK HYATT, ex-newspaperman and radio publicist, has joined the radio division of the Committee for the Celebration of the President's Birthday, replacing Ross Evans, resigned because of illness.

ROBERT BENSON has joined the announcing staff of WDAS, Philadelphia.

PHIL EDWARDS relief announcer of WPEN, Philadelphia, has enlisted in the Marine Corps.

TONY MARVIN, announcer on the CBS *Major Bowes* program, and Paul La Porte, production man on the same show, became fathers last week, each reporting 7½-pound baby daughters.

NORMAN PIERCE, formerly of WIND, Gary, Ind., has joined the announcing staff of WCFL, Chicago.

Tyro Tyrol

PROBABLY one of the youngest announcers in American radio, Robert Sherman Tyrol, who is 18, has been appointed a permanent member of the announcing staff of WTIC, Hartford. Graduating from East Hartford High School in 1940, Tyrol joined the radio department of the Travelers Insurance Co. Receiving an audition at WTIC last August, he was assigned to part-time announcing until his recent permanent appointment by Paul W. Morency, WTIC general manager.

LEOPOLD FRANCK has joined the announcing staff of CKVD, Val d'Or, Que.

JACK HORNER, formerly of KILO, Grand Forks, N. D., has joined the announcing staff of WTMJ, Milwaukee.

KEN BURKARD, formerly of KLS, Oakland, has joined KHSL, Chico, Cal. Bob Sunby, KHSL announcer, is the father of a girl born recently.

ETHEL CRANE, formerly secretary to O. L. (Ted) Taylor, president of KGNC, Amarillo, Tex., late in December is to be married to John Lewis.

NANCY GOODE for five years home service advisor for Kansas Gas & Electric Co., has joined KMBC, Kansas City, as director of the *KMBC Happy Kitchen*.

BERNE ENTERLINE, formerly chief announcer of WSOY, Decatur, Ill., has joined the announcing staff of WMBD, Peoria, Ill.

WYNONA PORTWOOD, formerly of KXOX, Sweetwater, Tex., has joined the announcing staff of KGKO, Fort Worth, Tex.

PHIL EDWARDS, relief announcer of WPEN, Philadelphia, has enlisted in the Marine Corps.

TED MAC MURRAY, director of NBC *Tom Mix*, is the father of a girl, born recently.

CLIFF WILLIAMS, formerly of Grant Adv. Agency, Chicago, and Wayne Nelson, formerly of WJJD, Chicago, have joined the announcing staff of WIND, Gary, Ind.

WINS
Ann Tenna says:
Slow-motion sales clogging up your outlets? Pour a little WINS into the works. It works!
(Use a few of my hot spots, as directed, and watch 'em thaw out that frozen sales-jam.!)

Here They Are Again!
Those Aristocrats of the Range
THE SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE *200 New Tunes*
Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

Meet the LADIES

JOAN HARDING

YOUTHFUL AMBITION of Joan Harding was the stage. But one summer at a small New Jersey station convinced her to change her course from the footlights to the microphone. Now woman's commentator for WMAL, Washington NBC-Blue key, Joan has enjoyed an interesting life. Born in Australia in 1914, she has attended 13 different schools in Europe and the United States.

A graduate of New York's American Academy of Dramatic Art, she turned radio commentator and spent six and a half years in Rochester, N. Y., as radio and fashion editor for a leading Rochester department store—broadcasting regularly on WHAM, WHEC and WSAY. Joan's program on WMAL is *The Woman's World*, featuring women in the news and fashion and beauty information.

EDWARD HUFFMASTER, NBC Chicago guide, has been recalled to service by the Army, and has been replaced by Harry Canfield.

LEROY BARTRUM has joined the NBC central division communications department as a teletype operator.

ALLAN LOMAX, sportscaster of WOR, New York, has been reelected to the board of directors of the Basketball Writers' Assn. of New York City. He also is a member of the Football Writers' Assn. and the Baseball Writers' Assn., and in all three organizations is claimed to be the only radio sports man on the membership rolls.

KINY

"The Friendly Voice of the Capital"

Don't neglect Alaska—the Pacific Coast's most-rapidly-expanding market. Sell the Territory to your market—thru the medium of KINY.

Executive Offices
Exch. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau · Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

LATIN RADIO POST GOES TO WEAVER

SUPPLEMENTING the Communications Division of the Rockefeller Committee, Nelson A. Rockefeller, Coordinator of Inter-American Affairs, on Dec. 7 announced appointment of Sylvester L. Weaver as director of the committee's radio section, with Merlin H. Aylesworth continuing as chairman.

Also appointed were Russell Pierce, as associate director of the Communications Division, in charge of administration and projects of the New York office, and John W. G. Ogilvie, associate director with special radio responsibilities, according to Mr. Rockefeller. All three will be on the New York staff of Don Francisco, director of the Communications Division.

Mr. Weaver, formerly advertising manager of American Tobacco Co., on Sept. 1 was given leave of absence to serve as associate director of the Communications Division in Washington. Formerly he was manager of the Young & Rubicam radio department.

Mr. Pierce, formerly Argentina manager and vice-president of J. Walter Thompson Co., helped organize the South American operations of the agency. Mr. Ogilvie assumes the position formerly held by Mr. Weaver, but will be located in New York. Until recently he was director of radio for International Telephone & Telegraph Co., and from 1935 to 1938 was president of Radio Corp. of Puerto Rico.

Bonus at WHN

LOEW'S Inc., New York, which operates WHN, is giving all its employes a Christmas bonus similar to that distributed last year. Employes continuously employed for a year whose salaries do not exceed $40 per week, will receive a two-week salary bonus, not to exceed $50. WHN staff employed for six months with $40 per week salaries, will receive one week's salary, not to exceed $25.

ALASKAN INNOVATION

Sponsored Program Shortwaved —To KFAR, Fairbanks—

FIRST SHORTWAVE rebroadcast for Alaskan listeners of a network commercial is claimed by KFAR, Fairbanks. Alaskan stations with no network wire facilities heretofore have been permitted by FCC ruling to rebroadcast sustaining programs only.

Amendment to the ruling was made in November and the first commercial presentation was *Camel Sports Review*, sponsored by R. J. Reynolds Tobacco Co., through the Wm. Esty & Co. Program is heard every Saturday as released from the Pan American network of NBC. KFAR employs a special dual-diversity receiver with a rhombic antenna of the directional type to assure maximum reception of the programs.

Tribute was paid to Chicago's police heroes with a special broadcast from W-G-N's main audience studio at which the more than 200 police heroes and their families were guests.

No wonder Chicago and middle western radio listeners turn first to W-G-N—the station with a "Hometown" origin and viewpoint! Consequently, W-G-N Delivers More Listeners to YOUR Program.

WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

A Clear Channel Station—720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

W. H. Beecue
ANNOUNCING

STARTING IMMEDIATELY we're giving MEMPHIS something NEW

INS
NEWS
Every Hour
On the Hour*

*Mondays
thru Saturdays
8 A. M. to 10 P. M.

Sundays at
9 A. M., 1 P. M.,
5 P. M., 9 P. M.

★

Early placements
will receive
choice times

★

Wire or write
for availabilities
and program data

WHBQ
1400 Kilocycles
250 Watts
HOTEL CLARIDGE
MEMPHIS
TENN.
"This is the Friendliest
Spot on Your Dial"

Studio Notes

KROD, El Paso, in order to give contestants a chance to hear themselves on the air, recently broadcast a complete transcription of the El Paso city schools oratory contest.

RADIO LIBRARY, available for the use of all schools and interested persons throughout the Panhandle of Texas, Oklahoma and New Mexico, has been established by KGNC, Amarillo. Library will contain information and reference to various phases of radio and will be publicized through the station's facilities, newspaper notices and by personal letters sent out by KGNC's manager, John Ballard.

WBYN, New York, will make transcriptions of President Roosevelt's speech on the Bill of Rights program, Dec. 15, 10-11 p.m. and translate it into Hungarian, Spanish, Jewish and Italian. Disc translations will be played several times on the following days.

EIGHTH language to be broadcast daily on NBC's shortwave stations WRCA and WNBI is Finnish with the addition this week of a daily half-hour program for Finland under the direction of Arvo Haapa, American of Finnish parentage. The broadcasts also will be carried on WBOS, Boston shortwave station.

WRR, Dallas, originated the broadcast of the annual clash between the Mustangs of Southern Methodist U. Dallas and the Owls of Rice Institute, Houston played Dec. 6. Game was described by Charlie Jordan, WRR sportscaster. Color of the game was handled by Dale Drake, WRR staff.

WLS, Chicago, will hold its eighth annual "Christmas Giving Party" Dec. 20 at the Stevens Hotel, Chicago. Admission is limited to foodstuffs for Salvation Army and Volunteers of America charity Christmas work. One hour of the party will be broadcast and members of the station's talent staff will entertain the 4,000 children and parents expected to attend.

WOWO, Fort Wayne, has increased its operating time to 19½ hours daily, except Sunday, with the addition of a new program, *International Club Mythical Tavern*, heard 12 midnight to 1 a.m. Paul Roberts is m.c. and commentator of the transcribed music show which is sponsored by the Berghoff Brewing Corp., six nights weekly.

South Carolina's
No. 1 Market
FIRST IN—
• Total Population
• White Population
• Wholesale Sales
• Retail Sales
• Industrial and Business Pay Rolls
DOMINATED BY
WFBC
5000 WATTS
GREENVILLE, S.C.
HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION
NBC RED NETWORK
NATIONAL REPRESENTATIVE
WEED & COMPANY

IT WAS REUNION in Cincinnati for three New Yorkers when Mr. a Mrs. H. Preston Peters chanced to meet Beatrice Kay in the WCK studios. Miss Kay, star of U. S. Tobacco Co. *Gay 90's Revue* on CBS, w guest-starring on an interview program over WCKY with Paul Ke nedy, *Cincinnati Post* radio editor. Mr. Peters was visiting Fred Palmer, WCKY sales manager. Snapped in the WCKY corridor aft Miss Kay's broadcast were (l to r) Al Bland, WCKY production ma ager; Mrs. Peters; Mr. Peters; Mr. Palmer; Miss Kay; Tom Falle Cincinnati representative of U. S. Tobacco Co., and Mr. Kennedy.

KFBB, Great Falls, Mont., on Nov. 22 celebrated its 19th birthday and acquisition of 5,000 watts fulltime with a special hour program. Celebration program 8-9 p.m. was built around theme of "Hi Neighbor! More Power to You." First half-hour was produced locally with speeches by local citizens, songs by the Apollo Male chorus and message of congratulations from Gov. Sam C. Ford. Last half-hour constituted salute from Pacific network of CBS on regular network *Hi Neighbor* show. Owned by Buttrey Broadcast Inc. with Joseph P. Wilkins, manager, KFBB obtained its first license Oct. 18, 1922.

COK, Havana, has started a series of 50 *Salutes to American Cities*, presented each Wednesday and Friday, 6-6:30 p.m., carried also by COBZ, shortwave, and CMBZ, longwave in cooperation with the International Radio Club which will rebroadcast the programs through its affiliated stations and who will in turn broadcast two programs a week for the same period in honor of Cuba. Inaugural program presented Lieut. Col. Jaime Marine, of the Republic of Cuba, Senor Jose Cidre, president of the Cuban Tourist Commission and Jack Rice, president of the International Radio Club, Miami, Florida who flew to Havana for the ceremonies.

WQXR, New York, has set up a five-minute program, *Cues for Christmas*, based on a shopping column idea. Broadcast twice daily, programs are being sold for local participating sponsorship and already five have been signed. Broadcast time is 9 a.m. and 12 noon, Monday through Friday.

WQAM, Miami, was authorized by the FCC last Tuesday to install a new transmitter and increase its day power from 1,000 to 5,000 watts on 560 kc., continuing with 1,000 watts at night.

WSGN
610
Tops on the Dial
Surveys Prove
WSGN Covers
Alabama Best
Tops in Value!
Costs less per
100,000 Listeners
National Representatives
HEADLEY-REED CO.
BIRMINGHAM, ALABAMA

WSRR, Stamford, Conn., on Dec. broadcast a memorial program tit *Heywood Broun, Friend & Neighb* from the country home of Libby H man who sang two of the favor songs of the late newspaper colu ist. Featured also were anecdotes Walter O'Keefe and a recording President Roosevelt's reading Broun's Christmas Story. M.C. the show was George T. Bye, liter agent, with Bill Voss, WSRR p gram director, as producer. Half-h program which was rebroadcast WICC, Bridgeport, was witnessed notables including Harold Ross, *Yorker* editor and Luis Rainer, st and screen actress.

RCA Catalog Campaig Selling Many Record

COOPERATIVE PROMOTION RCA-Victor dealers and the co pany itself of its "Catalog C centration Campaign" during t past nine weeks has resulted the most successful record m chandising drive RCA has e staged, according to W. W. Ear RCA-Victor's record sales manag

In addition to arrangements the dealers with local radio s tions for spot announcements pl ging the campaign and gift r ords, RCA's promotion includ special *Music You Want* progra on 70 stations from coast-to-coa features in national magazines a newspapers, gift offers, and rec reviewers columns. Although ports are still coming in from de ers, "a great sales harvest is sured", and the results so f promise the gaining of many n customers.

Carl H. Brockhagen

CARL HOMER BROCKHAGE controlling owner of Cesana & A sociates, San Francisco and L Angeles agency, and previous that publisher of the *Call-Bulle* San Francisco, died December 2. was formerly president of the S Francisco and Seattle Advertisi clubs and at one time was asso ated with the *Record-Herald* in C cago; publisher of the *Sacrame Union*, president of the *Portla* (Ore.) *Telegram*, associated w the *Post-Enquirer*, Oakland, C the *Spokane Spokesman Rev* and the *Seattle Post-Intelligen*

Philco Appoints Grimes Head of Video Station

DAVID GRIMES, Philco chief television engineer, has been named general manager of WPTZ, Philco television station in Philadelphia, following reorganization of the station's staff and operation activities. He is in charge of both engineering and program departments replacing Nick Alexander, resigned. Mr. Alexander may remain with Philco in another executive capacity. The reorganization places engineering men in key positions.

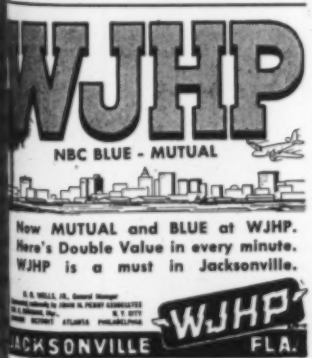
C. J. Bingley has been advanced to station manager as coordinator for both the engineering and program departments. The position of program director is temporarily filled by B. R. (Ted) Herr, Philco "trouble shooter". Warren Wright, formal radio actor, resigned.

Paul Knight, announcer, was advanced to studio director in charge of all the live studio programs. A division of program activities places Clarence Thomen chief cameraman in charge of all remote control television shows. Gilbert Brown, of the engineering staff, is director of all motion picture programs. Frank Vreeland and Ernest Walling continue as dramatic directors and Sallie Gunnell has been placed in charge of kiddies programs. The station will continue to operate 15 hours a week, but the program schedule becomes standardized. The time will be equally divided, with five hours a week each for live studio programs, motion picture films and remote programs.

Greene-Revel Offices

HEADQUARTERS of the new music publishing company Greene-Revel Inc., jointly owned by Mort Greene, Harry Revel and BMI [BROADCASTING, Dec. 8], will be at 1607 N. Vine St., Hollywood, with branch offices in New York at 580 Fifth Ave. and in Chicago in the Woods Bldg. Both ASCAP writers, Mr. Revel is president and Mr. Greene vice-president, while two BMI associates, Robert Burton and Charles Lawrence, will be secretary-treasurer and assistant treasurer, respectively. The company's music will be available to all broadcasters, with licenses to be issued directly by the composers and authors to stations.

FOR THE FIFTH consecutive year, Bill Stern, NBC director of sports, and ace sports announcer, will cover the play-by-play description of the Rose Bowl game in Pasadena. NBC's 25th exclusive coverage of that game on New Year's Day.



Record Rules

RESTRICTIONS on recordings have been set up at WDAS, Philadelphia, by Program Director Harold Davis. Feeling that indiscriminate use of Christmas carols is not good for either station, listener or the carol, *Silent Night* and all other standard Yuletide songs have been placed on the restricted list with special permission necessary from the program department for use. Absolutely forbidden are swing or jazz arrangements of *Silent Night* and the *First Noel* though such treatment is permissible for *Jingle Bells*. Restriction also is placed on new record releases to avoid plugging.

KSFO Orchestra Out, New AFM Pact Likely

SAN FRANCISCO Local No. 6, Musicians Union, indicated Dec. 4 it would take no action against KSFO, San Francisco, which released its 12-piece staff orchestra about Nov. 1. The station has been operating without an orchestra for the past six weeks.

Bob Dumm, program manager of the station, stated that KSFO had spent more than its quota on the orchestra two months before the year was up and that the dismissal of the group was an economy move. KSFO had been spending $550 a week on music, Mr. Dumm stated, and saw where it could save between $3,000 and $4,000 by dismissing the musicians for the two final months of the year. On Jan. 1 KSFO, presently the CBS outlet, becomes an independent non-network station and a new contract for music is planned.

CJCA HONOR ROLL
Edmonton Has Many Staff Members on Duty

CJCA, Edmonton, Alta., is justifiably proud of its Honor Roll of staff members now with the Canadian Armed Forces. The list covers representatives in the Women's Air Force Auxiliary, Royal Canadian Air Force and the Army and Navy. Following are the members on the roll:

Miss Alta Magoon, accountant, CWAFA; Bill O'Sullivan, control engineer, RCNVR; Ed Bryant, announcer, Edmonton Fusiliers; Doug Ewart, control engineer, RCAF; Ed Chown, salesman, RCNVR; Bob Keith, control engineer, RCAF; Ed Fee, control engineer, RCSC; Dick Taylor, now taking examination for the RCAF.

ACA-WBNX Renewal

AMERICAN Communications Assn., CIO union, has announced the signing of a renewal contract with WBNX, New York, running for two years from Oct. 1. New pact calls for wage increases running up to 17½% through semi-annual raises, with all employes receiving an immediate 5 per cent increase, retroactive to Oct. 1.

Dear **WHK:**

"I want to tell you what an excellent job we all think you have done in connection with the Land O' Lakes program. This is one of the most complete merchandising jobs we have seen in a long time.

Sincerely,

Burton A. Adams

National Broadcasting Co."

Represented by:
PAUL H. RAYMER CO.

More Power To You

We Celebrated Our 19th Birthday With
An Increase in Night Time Power

NOW
5,000 WATTS DAY AND NIGHT

KFBB

GREAT FALLS, MONTANA

1310
KILOCYCLES

C. B. S.
AFFILIATE

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Standard Oil Co. of Ohio, Cleveland (Sohio), 25 *sa* thru McCann-Erickson, Cleveland.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 3 *sa* weekly, 21 weeks, thru J. D. Tarcher Co., N. Y.
Railway Express Agency, New York, 20 *sa*, thru Caples Co., N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 10 *sa* weekly, thru Biow Co., N. Y.
Plough Inc., Memphis (Penetro & St. Joseph's aspirin), 5 *sa* & 6 *sp* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Dr. Pierce's Medicines, Buffalo, 11 *sa* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Owens Illinois Glass Co., Toledo (Durnglass), 100 *sa*, thru D'Arcy Adv. Co., St. Louis.
Musterole Co., Cleveland, 5 *sa* weekly, indefinitely, thru Erwin, Wasey & Co., N. Y.
Lever Bros., Cambridge (Vimms), 12 *sa* weekly, 11 weeks, thru BBDO, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
Household Finance Co., Chicago, 4 *sa* weekly, 52 weeks, thru BBDO, N. Y.
Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 32 *sa*, thru Mitchell-Faust Adv. Co., Chicago.
E. I. DuPont deNemours & Co. (Five Star anti-freeze), 12 *sa*, thru BBDO, N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist lemons), 20 *sa*, thru Lord & Thomas, Chicago.
Block Drug Co., Jersey City (Gold Medal capsules), 6 *sa* weekly, 52 weeks, thru Raymond Spector Agency, N. Y.
Beaumont Labs., St. Louis (4-Way cold tablets), 8 *sa* weekly, 21 weeks, thru H. W. Kastor & Sons, Chicago.
Johns-Manville Corp., New York (insulation), 5 *sp* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Carter Coal Co., Washington (Olga coal), *sp* weekly, 20 weeks, thru Ralph H. Jones Co., Cincinnati.

WDRC, Hartford

Beechnut Packing Co., Conajoharie, N. Y., 3 *ta* weekly, 13 weeks, thru Newell-Emmett, N. Y.
Borden Co., New York (Hemo), 12 *ta* weekly, 26 weeks, thru Young & Rubicam, N. Y.
General Electric Co., Schenectady (FM receivers), 3 *ta* weekly, 13 weeks, thru Maxon Inc., N. Y.
General Seafoods Corp., Boston (Jack & Jill Catfood), 3 *ta* weekly, 13 weeks, thru Alley & Richards, N. Y.
Nehi Corp., Columbus, Ga. (Royal Crown Cola), 3 *ta* weekly, 13 weeks, thru BBDO, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 12 *ta* weekly, 26 weeks, thru Joseph Katz Co., Baltimore.
Simon & Shuster (tax instruction books), 6 *ta* from week to week, thru Northwest Radio Adv. Co., Seattle.
Vick Chemical Co., New York, 3 *sa* weekly, 13 weeks, thru Morse International Inc., N. Y.

WIND, Gary, Ind.

Gruen Watch Co., Cincinnati (pocket and wrist watches), 1092 *sa*, thru McCann-Erickson, N. Y.
General Furniture Co., Chicago (manufacturers outlet stores), 2 *sp* weekly, thru Illinois Adv. Agency, Chicago.
Gabel's Clothing Stores, Chicago, 6 *sa* weekly, thru Leo Silberman Sales Co., Chicago.

WBBM, Chicago

Dodge Dealers Assn., Chicago, 4 *sa*, thru Ruthrauff & Ryan, Chicago.
Waste Paper Consuming Industries, St. Louis, 8 *sa* weekly, thru Olian Adv. Agency, St. Louis.
Calavo Growers of California, Los Angeles (calavos), 2 *sp* weekly, thru J. Walter Thompson Co., Hollywood.

WHO, Des Moines

Simon & Schuster, New York (tax instruction books), 8 *t*, thru Northwest Radio Adv. Co., Seattle.
Sargent & Co., Des Moines (Sargent feeds), *sp* series, thru Fairall & Co., Des Moines.
American Poultry Journal, 2 *sp* weekly, 12 weeks, thru Shaffer-Brennen-Margulis, St. Louis.
California Packing Corp., San Francisco (Del Monte products), 78 *sa*, thru McCann-Erickson, San Francisco.
Railway Express Agency, New York, 15 *ta*, thru Caples Co., N. Y.
Studebaker Corp., South Bend, 25 *sp*, thru Roche, Williams & Cunnyngham, Chicago.
J. A. Folger & Co., Omaha (coffee), 260 *t*, thru Lord & Thomas, Chicago.
Liggett & Myers Tobacco Co., New York (Velvet tobacco), 39 *t*, thru Newell-Emmett Co., N. Y.
Manhattan Soap Co., New York (Sweetheart), 117 *sp*, thru Franklin Bruck Adv. Co., N. Y.

KYW, Philadelphia

F. G. Vogt & Sons, Philadelphia (meat), 1 *sp* weekly, thru Clements Adv., Philadelphia.
Iowa Soap Co., Camden, N. J. (Magic Washer Soap), 4 *sp* weekly, thru James G. Lamb, Philadelphia.
Simon & Shuster, New York (books), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Horn & Hardart Co., Philadelphia (restaurants), 3 *sp* weekly, thru Clements Adv., Philadelphia.
Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 13 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Procter & Gamble Co., Cincinnati (Duz), 3 *sa* weekly, thru Compton Adv., N. Y.

KFBK, Sacramento

Folger Coffee Co., San Francisco, 3 *sp* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
California Nursery Co., San Francisco (shrubbery), 7 *sa* weekly, 13 weeks, direct.
Crown Products Corp., San Francisco (cleanser), 2 *sp* weekly, 39 weeks, thru Raymond Spector Co., N. Y.
Mercantile Acceptance Co., San Francisco (loans), 3 *sp* weekly, 52 weeks, direct.

WLAG, LaGrange, Ga.

Penman Co., Chicago (fountain pens), 13 *t*, thru Untied Adv. Co., Chicago.
American Snuff Co., Memphis (Garrett and Dental Snuff), 5 *t* weekly, 52 weeks, thru Simon & Gwynn, Memphis.
Ralston-Purina Co., St. Louis (feeds), 3 *t* weekly, 13 weeks, direct.

KFAC, Los Angeles

Grayson's Inc., Los Angeles (women's apparel chain), 18 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.

W59C, Chicago

John P. Harding Restaurants, Chicago (restaurant chain), 364 *sp*, thru Sorensen & Co., Chicago.

CFPL, London, Ont.

Norwich Pharmacal Co., Norwich, N. Y. (proprietary), 5 *ta* weekly, thru R. C. Smith & Son, Toronto.

WIBA, Madison, Wis.

Pittsburgh Plate Glass Co., Pittsburgh, 5 *sa* weekly, thru BBDO, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 84 *ta*, thru Franklin Bruck Adv. Corp., N. Y.
Paxton & Gallagher Co., Omaha (Butternut coffee), 6 *sp* weekly, thru Buchanan Thomas Adv. Co., Omaha.
Chamberlain Sales Corp., Des Moines, Ia. (lotion), 3 *ta* weekly, thru Cary-Ainsworth, Des Moines.
Sperry Candy Co., Milwaukee (Chicken Dinner, Denver Sandwich candy bars), 75 *sa*, thru Cramer-Krasselt Co., Milwaukee.
Lydia Pinkham Medicine Co., Lynn, Mass. (proprietary), 10 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Utilities Engineering Institute, Chicago (trade school), 3 *sp* weekly, thru First United Broadcasters, Chicago.
Quality Biscuit Co., Milwaukee, 5 *ta* weekly, thru George H. Hartman Co., Chicago.
W. G. Reardon Labs., Port Chester, N. Y. (exterminator), 60 *sa*, thru H. B. LeQuatte Inc., N. Y.
Progress Feather Co., Chicago, 3 *sa* weekly, thru Lieber Adv. Co., Chicago.
Northwestern Yeast Co., Chicago (Maca yeast), 3 *sp* weekly, thru Hays MacFarland & Co., Chicago.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 13 *sp*, thru Arthur Meyerhoff & Co., Chicago.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), 7 *ta* weekly, thru Newell-Emmett Co., N. Y.
Olson Rug Co., Chicago (rugs), 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Jacques Seed Co., Prescott, Wis. (hybrid seed corn), 3 *sa* weekly, thru Triangle Adv. Co., Chicago.
DeKalb Agricultural Assn., DeKalb, Ill. hybrid seed corn), 6 *sa* weekly, thru Western Adv. Agency, Chicago.
Lever Bros. Co., Cambridge, Mass. (Spry), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Kroger Groceery & Baking Co., Cincinnati, 10 *sp* weekly, thru Ralph H. Jones Co., Cincinnati.

KFRC, San Francisco

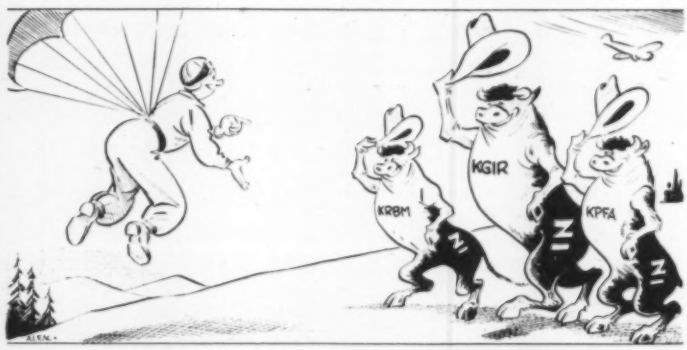
Yellow Cab Co., San Francisco, 2 *sp* weekly, thru Rhoades & Davis, Adv., San Francisco.
Acme Breweries, San Francisco (beer), weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Dr. P. Phillips Canning Co., Orlando, Fla. (fruit juices), 2 *sp* weekly, thru C. L. Miller Co., N. Y.
Pacific Brewing & Malting Co., San Jose, Cal. (beer), 6 *sa* weekly, thru Brewer-Weeks Co., San Francisco.

CKCL, Toronto

British Cermaics & Crystal, Toronto (English china), *sp* weekly, thru F. H. Hayhurst Co., Toronto.
Canadian Graphite Lubricants, Toronto (graphoil), *sa* series, direct.

KFI, Los Angeles

Cigar Institute of America, New York (industry promotion of cigars), 4 *ta* weekly, thru Lambert & Feasley, N. Y.
Musterole Co., Cleveland, 5 *sa*, weekly, thru Erwin, Wasey & Co., N. Y.



"No matter where I land in Montana, you fellows are there to greet me!"

Adv.

New AM Method Said to Stop Noise

Declared Superior to FM in Avoiding Interference

DEVELOPMENT of an amplitude modulation receiver said to eliminate static and other extraneous noises to a greater degree than any other known method was reported last week in dispatches from Los Angeles.

The invention was attributed to Karl E. Pierson, an amateur radio operator, who asserted the Army Signal Corps had made tests of the receiver at its Fort Monmouth, N. J. laboratories, and had ordered some of them, presumably for experimental operation.

Dr. Lee DeForest, pioneer radio inventor, asserted the Pierson receiver appeared to eliminate noise more effectively than any other devices he had received. He said Pierson had accomplished "what no other radio eegineer working with amplitude modulation has succeeded in doing. He employs special silencers which possess the unique quality of cutting out reducing in their intensity to astonishing degree all sorts of interference.

"It undoubtedly will prove an important factor in military radio communications," Dr. DeForest said.

Defies Noises

Mr. Pierson was reported as having declared that his device more or less contradicts "accepted theory and practice, which may be the reason it has not been discovered before". One of its functions, he said, is that contrary to what might be expected, the greater the noise, the more effectively it is eliminated. Moreover, he said, the weaker the signal, the greater the noise reduction.

Dr. DeForest stated that tests revealed the receiver could pick up code messages through interference noises four times the intensity of the signals themselves. In this respect he said it exceeded FM transmission.

Watson's Rep Firm

LOREN L. WATSON, former general manager of International Radio Sales, has opened offices as an independent radio station representative and has announced he will serve as national representative of WOL, Washington, effective immediately. Mr. Watson has taken space at 347 Madison Ave., New York, telephone, Murray Hill 4-2797. A Chicago office will be opened shortly, he said. Mr. Watson headed the Hearst representative organization from July 15 until his resignation the end of November 1941 [BROADCASTING, Nov. 24].

BILL MORROW and Ed Beloin, Hollywood gag writers for the past seven years, on the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O), have started writing the life of the comedian which will be filmed later.

Technique of Department Store Discs As Used by Filene's Draws Criticism

ditor, BROADCASTING:

Your feature article and your itorial concerning Filene's in the c. 1 issue, were, to say the least, sational. The "technique" ex-unded in the article and endorsed your editorial possesses an in-rent fallacy, an unsound, mis-ceived principle which, if ex-ited to the limits of its possi-ity, will destroy the institution broadcasting as we know it. . . .

Radio is primarily and funda-ntally a means of communica-n, much the same as the tele-one or the telegraph. . . . Be-se of its basic qualities, its mponent elements, it serves the ondary purpose of educating entertaining. It is this phase radio upon which the world sys-m of broadcasting is built and counts for the various uses to ich radio is put, such as the semination of Government prop-anda (in Europe), campaign eeches (in the United States), d the like.

An incidental portion of this ondary phase is selling merchan-e or services. It is upon this one rtion of a phase of radio that American industry is built. It is incidental commercial side of dio that has fostered our industry d thus far, despite this commer-lism, our industry has conducted lf with honor and always has d uppermost the two main pur-es for its existence. * * *

In an effort to carry out suc-sfully its secondary function dio has called upon all the arts the cultured world. . . . Natur-y, the cost of carrying out this ondary function is paid by those o can best afford to—business d finance. In return for this the siness man is permitted to ad-rtise his product or service, but y after the art form has been cluded.

Never have we permitted the art rm to be the advertisement or e versa. Everyone—the station ner, the agency, the advertiser has respected radio for what it and has shied from altering it, spite the inclination to do so. * * *

Radio under the "Filene system" uld be completely different from ything we had foreseen. The art rm would become the advertise-ment and the advertisement would be the art form. The "technique" that sold so many shirts and silk stockings for Filene's is nothing more than a "dramatized commercial" 30 or 15 or 10 minutes long, depending upon the size of the sale the store has planned. . . . You can well imagine the state of radio at that time when the "dramatized commercial" is our entertainment or when the "dramatized commercial" is combined with the "singing commercial" — an innovation already in vogue—to give us the "variety commercial" 15 or 30 minutes long. . . .

The Filene "technique"—if carried to the fullest extent of its possibilities (and there is nothing to prevent this once the NAB Code is altered)—is the death warrant of radio as we know it in America today. Those stations who rejected the transcribed programs offered them should be commended for their splendid deed and the NAB and the NAB Code Committee should do everything humanly possible to prevent this "technique" from being introduced on any other station by any other department store or group of department stores. . . . As for compensating the radio listener for the loss of art, culture, and entertainment that radio now provides, — there would be little need to worry about that because there would be few listeners as we understand the term today.

ROBERT MILLER,
WGES, Chicago.

December 5.

EDITOR'S NOTE: The writer takes the position that a 15 or 30-minute program of the type used and espoused by Filene's Worcester store is pure unadulterated commercial, albeit dramatized. It "could" be that, he says, and if it were so, we would oppose it just as avidly as we have endorsed the Filene's innovation. Our position is that a new technique has been devised: that it has definite entertainment and educational value, and that, incidentally, it sells goods. Regulations must be altered to accommodate improvements and innovations. And, as always, the seller of the merchandise must be kept within prescribed bounds, lest he let his zeal and enthusiasm carry him away.

The fact that Filene's dramatizes the history of the silk stocking in its new technique, does not brand the program 100% plug. It is the manner in which the technique is executed. Nor do frequent quips about "Jello" or "Latakia" in jingle form violate code or good taste. The yardstock of good sense must be applied, too.

BROADCASTING *believes the writer has argued his point well. It still clings to the view that Filene's radio experience constitutes just about the biggest department store success story in industry history. And it feels that, properly safeguarded, it can be a boon to retail advertising and serve as a cushion for radio during the emergency.*

Great Britain declares war on Japan and thus Winston Churchill keeps his word to aid the United States—the life story of this great leader is dramatized in the most topical radio feature ever offered to radio stations.

IMPERIAL LEADER

For information write or wire

Kasper-Gordon Inc., 140 Boylston St., Boston . . or . . Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood

WAR-NEWS-HUNGRY RADIO AUDIENCES DEMAND

SPEED

That is why hundreds of alert radio stations use INS, with its high speed teletypewriter facilities operating at 60 words a minute, giving *all the news* in highlight and detail.

INTERNATIONAL NEWS SERVICE

Get it first, but first get it right

Purely PROGRAMS

PUBLIC SCHOOL STUDENTS have broadcasting methods added to their curriculum in the form of a new feature, *Readin', 'Ritin', and Radio,* started by KMBC, Kansas City. Heard Saturdays, 5:45 p.m., the 15-minute series was arranged by Edwin Browne, KMBC director of educational broadcasting, in cooperation with the Kansas City Board of Education. Present plans call for programs to be written by students in high-school English classes; dramatic casting and acting to be handled by speech classes and music departments furnishing vocal and instrumental talent. Scripts, rehearsal and production will be supervised by KMBC staff members.

* * *

Holiday Verses

VERSES from Christmas greeting cards, read by staff announcer Larry Thomas, provide a new holiday program on WDAS, Philadelphia. The studio ensemble provides background music as Thomas reads the poetry contained on cards sent in by listeners. A box of Christmas greeting cards is awarded each day for the most artistic, poetic and comical card sent in by listeners.

* * *

Folk Tales

WELL-KNOWN folk stories are dramatized during the weekly half-hour program, *Grandma's Stories,* started on the Arizona network, and originating from KOY, Phoenix. Children dramatize each story, with Olga Rogers acting as narrator.

Freedom in Action

PLACING emphasis on the need for discussion, persuasion and toleration as the means of making democracy effective, the Canadian Broadcasting Corp. starts Jan. 6 a series of six-weekly broadcasts on *How Freedom Works.* The speaker will be Isabel Thomas, noted Canadian educationist. Study groups are being formed, especially among the foreign-born, to listen to the talks which deal with topics "Why Bother Voting", "How We Make a Law", "Why We Have Political Parties" and similar topics on the workings of democracy.

* * *

Free Fun

EXPENSELESS evening on New York's Broadway is the prize offered to listeners of *The Guest of the Week* broadcast over WAAT, Jersey City, sponsored by Harris Cohen & Sons, New York furniture store and heard daily at 11:45 a.m. On each of six broadcasts two contestant's names are drawn from a hopper and held until the seventh broadcast when three of the accumulated names are drawn. Prizes are theatre tickets, dinners and entertainment, and nightclub roundup with taxi fares and orchid corsage for lady of lucky pair.

Famous Classics

DRAMATIZATION of famous book classics by Oscar Wilde, Emil Zola, de Maupassant and Stevenson is the makeup of the KFRC, San Francisco program, *The Radio Theatre of Famous Classics,* released weekly. Listeners are able to receive Book League of America editions of these classics for a small charge to cover handling and postage. The series is being sponsored by Associated Dental Supply Co., San Francisco, and was placed through Theodore H. Segall Adv. Agency, that city.

* * *

Musical Quiz

CRAWFORD'S MUSIC SHOP, Beverly Hills, Cal., is currently sponsoring a weekly half-hour classic quiz program, *Are You Musical?,* on KMPC, that city. Conducted by William Farquhar, four well-known musical experts are put through their paces weekly, with questions submitted by listeners. Album of Victor recordings is awarded for the stumping question of the week. Chas. N. Stahl Adv., Hollywood, has the account.

* * *

Auction for Charity

THE *Radio Auction* heard four nights weekly on KSAN, San Francisco, has as its motive the raising of funds for needy families. The Civitan Club and the Big Brother Bureau of the police department appeal for articles of all sorts from firms. These in turn are auctioned off over the air, bids being received by telephone. Money derived goes to charity. Prominent civic figures are guest auctioneers.

* * *

At the War Scene

ACTUAL SOUND pictures of the work being done by Canada's war services overseas are being made by the Canadian Broadcasting Corp. recording unit in Great Britain, shipped to Canada, and incorporated in a new program series of Saturday evening broadcasts. Dramatic incidents will illustrate the numerous valuable contributions of Canada's auxiliary services in the war zones.

* * *

Soft and Easy

INTENDED as a tension-reliever from the nerve-wracking routine of New Yorkers *Designs for Listening,* on WWRL, that city, features recordings of soft music and relaxing rhythm of well-known bands. By means of a "magic mike" listeners are taken on a mythical tour of the nation's bandstands to visit the dance places where the featured orchestras are appearing.

SCOOP WAS SCORED and documents were scorched when Announcer Al Goodwin and Ma Clerk Ray Lawton spied a fire a the Japanese consulate in New Orleans. They notified the fire department and were on the air in hurry with the mobile unit. Firemen and detectives took charg Here Goodwin (left) hands WW mike to a detective during th broadcast. The detective is holdin charred remains of documents.

* * *

Up to the Weather

NEWEST community-sing program in the Far North is *Weather Permitting* on KFAR, Fairbanks, Alaska. The half-hour program, heard Sundays 3:15-3:45 gives studio audiences a chance t join in on familiar tunes, led b a nucleus of trained vocalists Alaskan color is provided in dramatic bits between songs, with each program having as its locale on of the Alaskan outposts depending on air transportation during win ter months. The program title *Weather Permitting,* is a familia phrase in plane schedules and an nouncements regularly broadcast on KFAR.

* * *

When Americas Speak

CONTRIBUTING TO Pan American goodwill and friendship, *The Americas Speak* series, to be presented by Rotary International and MBS, will make its 1942 debut Jan. 4. Each of the 18 15-minute programs, to be presented from WGN Chicago, will dramatize historical events outstanding in the founding and development of the New World. In some instances the lives of the national heroes of some of the countries will be portrayed. After the dramatizations the remainder of the periods will include human interest interviews and talks direct from the capital of the country honored.

* * *

Television for Young Folks

YOUNG TELEVIEWERS now have a program all their own to look at Saturday afternoons with the inauguration last week on WNBT, NBC's New York television station, of an hour series featuring Marion Bishop's marionettes and talks of interest to children on such subjects as stamps or dogs. Series is under direction of Peter Barker.

"Yes," says WSAI's Winged Plug, "I present my sponsors with a nice Christmas package of new listeners daily, because I never let-up *plugging the programs* that I broadcast. Street car and bus cards, neon signs, movie trailers, taxicab covers, downtown window displays and a monthly house-organ for dealers are all part of the plan by which I play Santa Claus—delivering new listeners and new customers 365 days a year. I'd sure like to start making deliveries for you."

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

IN PHILADELPHIA

WFIL Win Friends Influence Listeners

SELL THROUGH WFIL

Radio Advertisers

RICAN CHICLE CO., Long d City, N. Y. (gum), on Dec. 21 add WGY, Schenectady; KPO, Francisco and KOA, Denver, to tensive list of stations carrying station-break announcements. ncy is Badger, Browning & Hersey, w York.

IEBOLDT STORES, Chicago (de- ment store chain), on Dec. 22 re- es for the 7th consecutive year its y morning half-hour *Wieboldt's Neighbor* program which fea- s recorded popular music with e Marlowe's shopping tips, six days for 52 weeks on WMAQ, icago. Account was placed by Need- m, Louis & Brorby, Chicago.

DUSTRIAL Shipbuilding & En- ering Co., Los Angeles (welding ael), in an intensified campaign, is g a series of daily transcribed and e signal announcements on a group Southern California stations. ncy is Chas. H. Mayne Co., Los geles.

NEFICIAL Casualty Insurance Los Angeles, on a 13-week con- t which started Nov. 23, is spon- ng a weekly quarter-hour Holly- d film chatter program featuring bine Johnson, as commentator on CA, that city. Stodel Adv. Co., Angeles, has the account.

RYLAND PHARMACEUTICAL Baltimore (Rem. Rel) has started *ds in Music*, Thesaurus record pro- m, weekly on KPO, San Francisco. ncy is Joseph Katz Co., Baltimore.

CKARD BELL Co., Los Angeles ncord radio-phonograph), in a week campaign starting Dec. 26, l use one-minute transcribed and in-break announcements on sta- s in nine Pacific Coast key mar- s. Agency is Dan B. Miner Co., Angeles.

NEY DEW Ltd., Toronto (na- al restaurant chain) has started a test program *Academy Award*, day afternoon half-hour show, on RB, Toronto. Account was placed F. H. Hayhurst Co., Toronto.

EHYDRATED YEAST SALES Toronto (Hi-Do yeast) has rted a test woman's program on RB, Toronto. Extension of this gram and spot announcements are ned in January for Ontario and stern stations. Account is handled Staufield Blaikie Ltd., Toronto.

RONTO SALT WORKS, Toronto ck salt) has started a winter spot nouncement campaign on CKCL, onto and CKOC, Hamilton, Ont. ount was placed direct.

NOW IN THE ARMY, Lieut. Starr Smith (right), former special events announcer of KALB, Alexandria, La., interviews Flight Lieut. R. Judge of the Royal Air Force and liaison officer at Turner Field, Albany, Ga. Lieut. Smith is stationed at Turner Field with the Air Corps. Ceremonies were broadcast on WGPC, Albany, Ga.

WESSON OIL & SNOWDRIFT Co., New Orleans, has started three participations weekly in *International Kitchen*, conducted by Gladys Cronkhite, on KPO, San Francisco. Account is also sponsoring *Hawthorne House*, drama, weekly on NBC-Red network on coast. Agency is Fitzgerald Adv. Agency, New Orleans.

MOLKENBUHR BROS., San Francisco (Biltmore luggage) on Dec. 3 started a pre-Christmas campaign in San Francisco, using 50-word spot announcements several times weekly on KJBS and KYA. Agency is Allied Adv. Agencies, San Francisco.

HAMMER-BRAY Co., Oakland, Cal. (Spark stoves) on Nov. 27 extended its radio in the San Francisco area to include participations on *Kitchen Cabinet*, home economics program, six times weekly on KLX, Oakland. Account is also using participations six times weekly on the Housewives Protective League on KFRC San Francisco. Agency is D'Evelyn & Wadsworth, San Francisco.

KILPATRICK'S BAKERY, San Francisco (bread) on Dec. 1 started *John Nesbitt*, transcribed commentary, five times weekly on KPO, San Francisco. Agency is Emil Reinhardt Adv., Oakland, Cal.

CHRIS HANSEN LABS., Toronto (Junket), on Jan. 12 starts a transcribed dramatized spot announcement campaign thrice-weekly on 10 Canadian stations. Account is placed by A. McKim Ltd., Toronto.

OAK VALLEY FARMS, Brooklyn (poultry), on Dec. 15 will start Monday, Wednesday and Friday sponsorship of *The Three Musketeers*, five times weekly program on WMCA, New York, heard 9:30-10 a.m. Program features Joe O'Brien, Don Douglas and Linda Porter. Agency is Furman-Feiner Co., New York.

JOHN T. TROLL Co., Los Angeles (Vitamin B-1 candy mints), on Nov. 24 started for 52 weeks sponsoring a six-weekly five-minute newscast on KPO, San Francisco. Firm also currently uses similar programs on KNX, Hollywood, and KECA, Los Angeles. Lockwood-Shackelford Adv. Agency, that city, has the account.

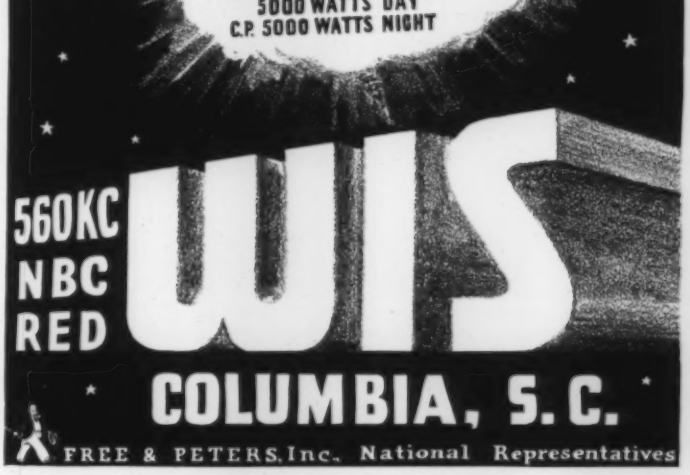
TER BUSH & POWELL, Schenectady, N. Y. insurance organization, for its first venture into radio recently started Col. Jim Healey, news commentator, in a series over WTRY, Troy-Albany, Tuesday through Saturday, 12:15 p.m. Leighton & Nelson, Schenectady, handles the account.

BENSON SHOPS, Los Angeles (retail clothing chain), in a one-month Christmas campaign started Nov. 24, is using 14 spot announcements per week on KFI-KECA, Los Angeles, as well as two daily spots on KFOX, Long Beach, Cal. Glasser-Gailey & Co., Los Angeles, has the account.

GENERAL CIGAR Co., New York (Van Dyke cigars), on Dec. 15 adds KFH, Wichita, and shifts from KOIL to WOW, Omaha, for *Answer Man*, quarter-hour transcriptions which will then be on a total of 8 stations. Others include WHN KSTP WHO KSD WDAS KTUL. Federal Adv. Agency, New York, has the account.

FRANK G. SHATTUCK Co., New York (Schrafft's products), last week began a schedule of six one-minute announcements daily, six days weekly, for special Christmas promotion of its 60-cent box of candy, "Home Favorites". Campaign continues through Dec. 24 on WQXR WMCA WINS. Agency is Al Paul Lefton Co., New York.

FEDERAL Life & Casualty Co., Los Angeles, on Nov. 30 started sponsoring on a staggered schedule, a quarter-hour of combined live and transcribed news commentaries on KMPC, Beverly Hills, Cal. Contract is for 52 times. In addition, firm currently sponsors a five-weekly quarter-hour newscast on KMTR, Hollywood, and a news program 15 times per week on KFWB, that city. Continental Adv. Agency has the account.



WHEELING
A Fort Industry Market

You Can Trust Us!

Our theory has always been that the success of radio advertising, more than any other publicity medium, demands the most conscientious and fullest cooperation of the medium itself. Proper and efficient handling of production details is an iron-bound creed at WWVA. Here's proof of such performance from a top-ranking 4-A agency:

"You recently sent us a reference record of an actual broadcast of our series of broadcasts. We have checked all the test records sent us by other stations and would like to commend you for the careful and competent handling you have done on this show."

Your show, be it live or transcribed, is always safe in the hands of WWVA production men.

50,000 WATTS SOON!

BLUE BASIC

BLAIR represents US

A FORT INDUSTRY STATION

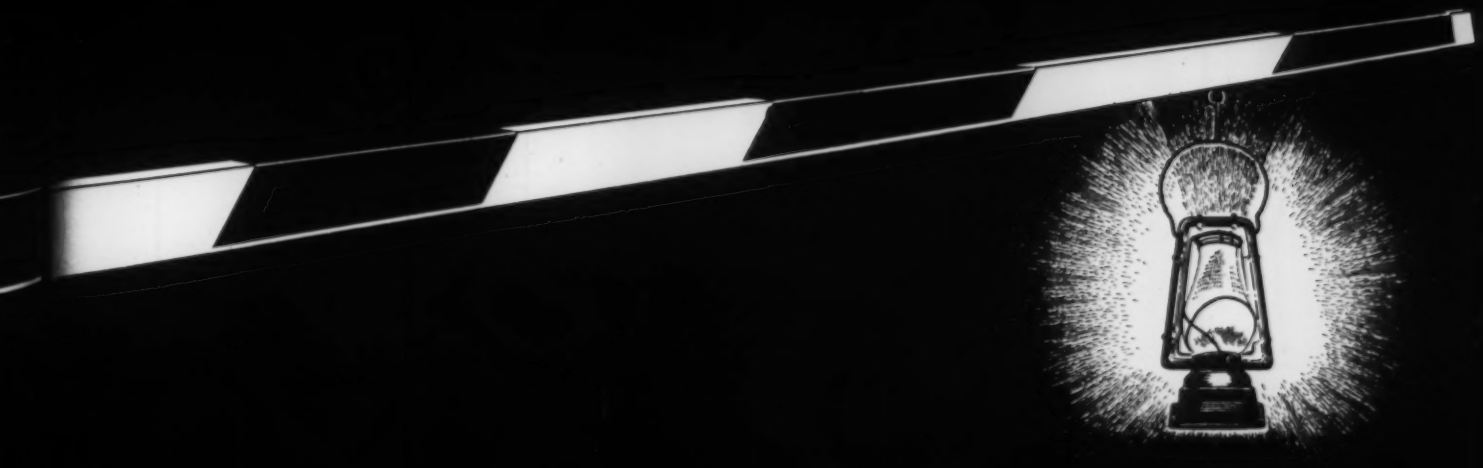
5,000 WATTS

WWVA

WHEELING, W. VA.

WARNING

Stop-look-listen for the "Must Advertising Buy of the Year." It's nearly deadline time. Our printer is roaring for copy. Advertising gates close December 23.



$192 full page • $108 half page • $60 quarter page
WIRE YOUR RESERVATION COLLECT • RUSH COPY

WCCO
50,000 WATTS
MINNEAPOLIS-
ST. PAUL
CBS

Merchandising & Promotion

Money for Essays—Corridor Displays—Pastry for the Poor—Power Blackout Sponsor

ESSAY CONTEST with awards ranging from $250 to $25 with a weekly award of $5 is being conducted on WBAP, Forth Worth, and KPRC, Houston, and the Texas Quality network. Sponsored by Texas Retail Grocers' Assn. the contest is being conducted on *We Who Are Young* series for grade and high school students. Essay subject is "Why We Trade With Our Independent Retail Grocers" and entry blanks may be secured from any independent grocer displaying the red, white and blue emblem of the TRGA.

* * *

KDYL Educational Exhibit

COOPERATING with NBC, KDYL, Salt Lake City arranged for the special exhibit of educational bulletins and news of educational programs on KDYL at the Western States' Convention of Speech Teachers of America held in Salt Lake City last week. KDYL maintained attendance at its exhibit throughout the sessions equipped with full information for the benefit of teachers from eleven Western States.

* * *

KMOX Lobby Boards

EFFECTING a tie-up with the Jefferson and DeSoto Hotels, St. Louis, the promotion department of KMOX is displaying illuminated boards in the hotels' lobbies which feature four programs weekly. Boards also carry an advertisement on rental of radios at the desk and offer tickets to audience shows produced in the KMOX Playhouse. Station reciprocates with courtesy spot announcements.

* * *

Cash for Cakes

"CAKES for Charity" drive has been started by Norman Ross on his early morning *Silverleaf Send-off* program for Swift & Co., Chicago, five weekdays on WBBM, Chicago. Cash prizes will be awarded for the best cakes baked with sponsor's Silverleaf lard, and all cakes will be distributed to needy families by the United Charities of Chicago. J. Walter Thompson Co., Chicago, is the agency.

POWER BLACKOUT in the Southeast drought area gave WSJS, Winston-Salem, N. C., a chance to sell a series of broadcasts to Anchor Co., local department store. The WSJS mobile unit was set up at the curb and its generator used to light two floodlights trained on the store's show windows. Grady Edney and Priscilla Lambeth meanwhile described what they saw in the windows. The series was staged three evenings a week during the power shortage. At the right window Edney and Miss Lambeth are at the mike with Chief Engineer Phil Hedrick at controls.

Song for Salmon

SKINNER & EDDY Corp., Seattle (Peter Pan salmon), during its early morning *Ship of Joy* on KOMO, that city, offers upon written request, a new song titled "Visions of You". It was written by Henry G. Seaborn, v-p.

* * *

Memo Book

MEMO BOOK containing message to radio advertisers has been issued by KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, Mont., Message on cover plays up fact that radio advertisers, repaid only by support of their products, give people of America radio at its best.

* * *

When to Listen

WCAE, Pittsburgh, sensing the gravity of the Far Eastern situation, on Dec. 3 started to run a series of ads in a local newspaper which called attention to the scheduled news broadcasts and commentators to be heard on the station.

Sears Contest

MARKING its first intensive radio venture in the area, Sears, Roebuck & Co. is promoting its new Worcester store with a Christmas contest built around a six-weekly quarter-hour, *Melodic Memories*, on WTAG, Worcester, Mass. Contestants are offered $250 in awards for the best 25-word ending to the sentence: "I like Sears' new Worcester store because . . ." Weekly merchandise prizes are awarded.

BROCHURES

WCCO, Minneapolis—16-page booklet "Stott Fires at Dawn . . . WCCO Assisting", describing the success of Stott Briquet Co., St. Paul, on the *Sunrisers* program.

WDRC, Hartford—8-page blowup of *Food for Thought* series notifying boom-town attractions of Connecticut industrial area.

COWLES GROUP (WMT, KSO, KRNT, WNAX)—Six-page broadside coverage folder, *Iowa Plus What?*

KTSP, St. Paul—4-page, three-color plug for *Keep 'Em Flying* program, giving mail and other response.

NBC Pacific Blue—Four-page folder describing *Breakfast at Sardi's.*

Telecast Film Library

TELECAST PRODUCTIONS, Inc., New York, recently concluded a deal with Advance Television Picture Service, that city, making the former exclusive national sales representative for Advance, according to Myron Zobel, Telecast president. The agreement makes available to the television industry, through Telecast, several hundred full-length features and short subjects which will be offered to video stations in package units of 13, 26 or 52-week schedules, Mr. Zobel stated. He also revealed he was leaving for South America in search of films suitable for television.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Care in News Broadcasts and Measures to Safeguard Nation Advised by NAB

OLLOWING UP the admonition ced by President Roosevelt in address to the nation last Tues- night, NAB President Neville ller immediately after the na- wide broadcast sent telegrams ll United States radio stations ing them to "exercise unusually ful editorial judgment in se- ng news".

his wire Mr. Miller declared as "equally important that an- ncers and newscasters report news calmly, slowly and delib- ely, so as to avoid horror, sus- e and undue excitement", eeing also with a War Depart- nt recommendation that definite adcast periods be established to dle war news. He pointed out t the program policy already been adopted voluntarily by a ge share of the industry.

Special Bulletins

Early last week the NAB ailed the first of its special bulle- s, including in the four-page ller cautions against program actices that might afford unin- tional aid to the enemy. It was nted out that every type of pro- m must be carefully considered l watched, even such features man-on-street interviews and x programs, which conceivably ld bare important military or fense information.

Last Thursday Mr. Miller, who d interrupted his NAB district eting itinerary to fly back to shington from Denver early in week, reemphasized the radio dustry's intention and desire to perate fully in the war effort, letters to both President Roose- t and FCC Chairman James wrence Fly.

"I know I speak for the entire adcasting industry when I say appreciate the grave responsi- ity we bear to the nation now d for the duration of the war garding the handling of the news the war," he reassured the sident. "May I again take this portunity to pledge to you the le-hearted cooperation of the adcasting industry and to as- e you that we shall at all times conscious of our responsibility d endeavor in every way to fulfill obligation to our country. I e you will call upon us if we can of any assistance to you in dis- rging the arduous duties of r high office."

In a letter to Chairman Fly Mr. ller declared:

"I want you to know that the AB wishes to cooperate with you l all divisions of the FCC in y way to help solve the many blems which are arising due to present emergency. I and vari- other members of the NAB f have the honor to serve on eral committees of DCB and e been in constant touch with many members of the FCC staff. However, new problems are arising every day, and if any of us can be of help to you in any way, we shall be very pleased to have you call upon us."

Message to Stations

Mr. Miller's telegram to all U. S. stations follows:

"President Roosevelt, in his broadcast Tuesday evening, issued a proper warning to radio and press when he said:

"'To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this: You have a most grave responsibility to the nation now and for the duration of this war. If you feel that your Government is not disclosing enough of the truth, you have every right to say so. But—in the absence of all the facts, as revealed by official sources — you have no right in the ethics of patriotism to deal out unconfirmed reports in such a way as to make people believe they are gospel truth.'

"In this war period, it is extremely important that broadcasters exercise unusually careful editorial judgment in selecting and broadcasting news so that the public will have a well-rounded report on verified developments; and, it is equally important that announcers and newscasters report war news calmly, slowly and deliberately, so as to avoid horror, suspense and undue excitement. We are in agreement with the War Department recommendation that for the handling of the war news definite periods of time be established, rather than the constant interruption of program service; except for news of transcendent importance."

BECAUSE of present war conditions, Radio Writers' Guild, New York, has temporarily suspended negotiations started two weeks ago for a contract with CBS covering four employes in the network's shortwave department. The RWG already has a contract covering CBS continuity and dramatic writers.

"Did your sister let him kiss her?" "Gosh, I dunno! The Lone Ranger was just starting on WFDF Flint Michigan."

FCC 24-Hour Duty

SINCE the outbreak of the war, the FCC has been maintaining a 24-hour watch, to handle emergency developments. Constant contact is maintained with monitoring stations by direct line, under instructions from E. K. Jett, chief engineer. Until the declaration of war, the monitoring service watch was discontinued at midnight.

Lewis, the Traveler

LAST WEEK when Fulton Lewis jr., MBS roving reporter and Washington commentator, started his third 13-week lap of the *Your Defense Reporter* series, he had covered 55,500 miles to reach 26 different U. S. defense plants in 17 States. Mr. Lewis started the series on Mutual May 6, 1941, visiting key points throughout the country, at the same time continuing his nightly broadcasts of comments on Washington affairs.

RICHARD G. SPENCER, formerly Red Network news editor, has been appointed photo editor of NBC, effective Dec. 15. Sid Desfors, of the photographic staff, on that date becomes head photographer.

POWER!

—WHERE POWER COUNTS MOST

NASHVILLE
THE GREAT TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production —served by WHBF.

You're not alone. Numerous advertisers have tried to do a selling job in the active-spending Tri-City market with "outside voices". One by one they've found they were actually wasting time—as far as this prosperous area was concerned. These advertisers now are carrying regular schedules on WHBF . . . and getting not only ATTENTION—but ACTION! Good reasons: for the 1,741,442 good income folks in the Tri-City area WHBF is the single source of faithful 5000-watt service 18 hours daily . . . "home-town" service always available regardless of weather. Let us show you the "INSIDE PULL" for Tri-City sales results YOU want. Write!

Howard H. Wilson Co.
National Representatives

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

WGNY
1000 WATTS
NEWBURGH, N. Y.

SHOWMANSHIP

We, at WGNY, believe that good showmanship consists of the best possible programs . . . programs that the majority of our half-million audience will tune in and enjoy.

Together with good programming, however, we add (for the benefit of our sponsors) all of the following promotions:

1. Newspaper news stories
2. Newspaper advertising
3. Furnish display window
4. Daily announcements
5. Show cards and posters

If you have something to sell in the Hudson valley contact WGNY.

WGNY
REPRESENTED BY
HEADLEY-REED CO.

Approval Pending On Shepard Pacts

Letters From Nets Awaited On New ASCAP Formula

FORMAL acceptance of the per program licenses drawn up by ASCAP at the request of John Shepard 3d, president of Yankee and Colonial regional networks, was expected momentarily at the Society's headquarters late last week. Mr. Shepard had already agreed to the terms, it was stated, but had not signed the contracts pending the receipt of letters of approval from NBC, CBS and MBS, which had been held up due to the concentration of effort on the more pressing problems presented by the war.

Licenses are said to call for a per program payment on commercial programs on the network which will bear the same relationship to individual station per program fees as the network blanket licenses taken out by all national networks do to individual station blanket licenses.

New Formula

The blanket license ratio between the 2¾% network fee and 2¼% station fee gives a ratio of 11 to 9, which, when applied to the station per program fee of 8% gives a network per program fee of 9¾%. For programs using ASCAP music only incidentally, the individual station fee is 2%. Applying the same ratio, this produces a network rate of 2½% for such programs.

Reason the consent of the national networks was requested by ASCAP is that the blanket sustaining licenses which Mr. Shepard desires work out on a slightly different basis, due to their combination with the per program plan of commercial license, than do the sustaining fees of $200-a-year-a-station paid by nationwide networks in conjunction with their blanket licenses for commercial as well as sustaining programs.

GRIMLY WATCHING a test of invasion possibility and defenses of MacDill Field, the Army's Southeastern Air Center at Tampa, early in December, these masked observers crouch behind a WDAE mobile unit dodging flour-sack "bombs". The gas masks served a real purpose, since tear gas was used in the test raids. Peering upward are (l to r) Bob Proctor, Walter Davis, Sol Fleischman, Ken Skelton, Slick Walters and Calvin Bryant. Mr. Davis is a *Tampa Daily Times* photographer and Mr. Walters a sound technician; others are staff members of WDAE Tampa, operating the mobile unit, WDAJ.

Correction

IN THE Dec. 8 issue of BROADCASTING, page 55, it was reported that Edgar Kobak, NBC Blue Network vice-president, had been married in 1921 to Evelyn Hubert of Atlanta, and that they have two sons, 23 and 21, respectively. Mr. Kobak advises BROADCASTING that the date was in error. They were married June 10, 1916. Edgar Jr., 23, is "driving a tank" at Fort Knox, while James, a senior at Harvard is about to enlist. BROADCASTING regrets the error.

RALSTON PURINA Co., St. Louis, has stipulated with the Federal Trade Commission to discontinue certain advertising representations for Ry-Krisp, according to an FTC announcement.

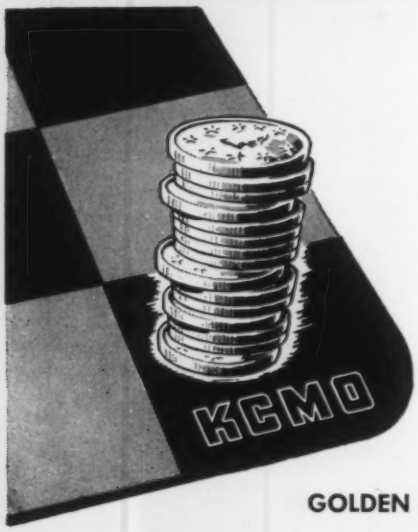
Camels Shortwave

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels) has renewed as of Jan. 15, 19[illegible] *Xavier Cougat & His Orchestra* for 13 weeks on NBC shortwave stations WRCA, New York, and WBOS, Boston, Tuesday 9:15-9:[illegible] p. m. (EST). Programs are beamed to Latin America. Announcements are made in Spanish. William Esty & Co., New York, handles the account.

Radio Debate for Colleges

NATIONAL CONTEST to encourage radio debating among college students with $2,300 in prizes has been announced by the American Economic Foundation, New York. All universities and colleges have been invited to participate in the contest which will be heard over NBC with the final debate to be heard next May 10. Question to be debated will be "Should Youth Have a Fair Opportunity Under our American System of Competitive Enterprise?". First and second winners of the contest will receive $1,000 and $500 respectively.

BECAUSE OF A TIE in the western division of the National Football League between the Green Bay Packers and the Chicago Bears, the professional championship will be broadcast exclusively on MBS by Ralph Barber and Bob Elson on Dec. 21 between the New York Giants and the Western winner.



PUT YOUR MONEY ON THE BLUE!

. . . THE WINNING RADIO BET IN THE GOLDEN KANSAS CITY MARKET

In Kansas City, the blue network station is KCMO—a favorite spot on the dial for thousands whose purchases make Kansas City one of the nation's greatest markets. KCMO can deliver your message into the homes of these thousands with a degree of economy that will surprise you . . . for while KCMO's audience has steadily climbed, KCMO's rates haven't! Write us about the time that's available and the merchandising service that goes with it.

5000 WATTS
KCMO
1480 ON YOUR DIAL

JACK STEWART, MANAGER

John E. Pearson, Representative
Basic Blue Network Affiliate

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 KC
MEMBER SON KARK · KTBS · KWKH · WJDX · WW
NATIONAL REPRESENTATIVE EDWARD PETRY & C

etworks Adopting Elaborate Measures o Safeguard Equipment During Crisis

ECAUTIONARY wartime sure against possible sabotage roadcasting facilities have been en by NBC, MBS and CBS, ch last week placed police rds and private detectives at egic points such as transmit- control rooms, and all sections to the public.

NBC is fingerprinting and pho- graphing all of its employes, as CBS, the prints to be kept in nfidential file, while the photo- phs will be pasted on an iden- tion pass carrying the bear- 's signature. Arrangments were der way at MBS also for an ntification system for employes.

Local police and the FBI are perating with the networks and w York stations in supplement- the protection of transmitters d technical facilities. All indi- uals living near the transmitter WOR, Mutual's New York out- have been canvassed, for in- nce, for complete records of r backgrounds and nationali- , while local police cruise cars passing the transmitter at Car- t, N. J., frequently.

Check on Visitors

Under the direction of Charles ger, supervisor of the trans- tter, precautions include a care- l check on every visitor through nad-alarm system as he ap- aches the building and a photo- tric cell registering the pres- e of anyone on the grounds. l doors leading to the WOR nsmitter are locked and admis- n is granted only for WOR busi- . All WOR identifications have n stripped off portable equip- t, making it unrecognizable to siders.

Both NBC and WOR ordered t week that all sound effects ulating warnings which might taken for alarms must be omit- from programs, a precaution ich will probably be taken by stations to avoid unnecessary rm.

NBC has decided to continue itseeing tours by the public ugh Radio City, New York, but king elaborate precautions at studio elevators to check all rs to and from program dcasts. No packages may be ried out of the building without ful check, and even newspaper- covering news of the network t carry passes. CBS has placed trictions on certain areas at its dquarters at 485 Madison Ave., guards are checking on all sons found in the building after ular working hours.

Radio audiences for CBS pro- s originating in the network's quarters have been discon- d, the restrictions not affect- broadcasts, however, which from either of the CBS Radio res or from the new studio building at 49 E. 52d St. One program, *Let's Pretend*, featuring Nila Mack, has been moved from 485 Madison Ave. to the studio building, so that audiences may attend broadcasts.

Even though broadcasts are cancelled because of vital war news, CBS has established a policy of running through the complete program for the benefit of the audiences, even though the show is not going out over the air.

BUSY SUNDAY AT FCC
Fly and Others Were Working When Flash Came

SUNDAY, Dec. 7, was a busy day at the FCC. As the first flash of the Japanese attack on Pearl Harbor was broadcast in mid-afternoon, FCC Chairman James Lawrence Fly, General Counsel Telford Taylor and Robert G. Seaks, assistant to Chairman Fly, were at work in their offices. Within a few minutes other key members of the FCC personnel started popping up, ready for emergency duty—Commissioner Ray C. Wakefield; Howard Burroughs, his assistant; George P. Adair, FCC principal radio engineer; Chief Engineer E. K. Jett; Andrew Cruse and E. M. Webster, assistant chief engineers; George E. Sterling, chief of the FCC national defense operations section.

Busy from afternoon until morning hours, this skeleton staff set in motion long-planned defense moves applying to radio broadcasting, contacting via telephone and telegraph communications officials and posts all over the country. By 3 a.m. Monday morning, with the monitoring schedule summarily waived, special authorizations to operate beyond regularly scheduled hours had been granted 42 stations, with 35 more the following day, and tapering off during the week until about 100 were granted in all. Mr. Sterling, in charge of the FCC's far-reaching field monitoring establishment, for several nights slept in his office.

KBWD, Brownwood, Tex., has named Howard H. Wilson Co., as national representatives effective Dec. 1.

PASSES FOR ALL are required by NBC from all who enter the studio section in Radio City, New York. Here a guide examines the pass of Frank Fay, comedian, and Diane Courtney, vocalist.

Edgeworth Spots

LARUS & BRO., Richmond, from Dec. 10 to 25 is conducting a campaign of one-minute transcribed announcements thrice-weekly for its Edgeworth tobacco on the following 18 stations: KGO KOL WRR WNBC WMAL WMAQ WJAN WFBR WSPR WORC CKLW WREN WHN WOR KYW WJAR WRVA and WBZ. Agency is Warwick & Legler, New York.

WILLIAM RANDOLPH (Billy Mills), Hollywood musical director of the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay) who collaborated with Jack Rock, in writing the program theme song "Mr. Rainbow" has turned the tune over to Melody Lane Inc., for publication.

In the Intermountain Market it's

KDYL

. . . the station that brings the programs people just don't want to miss!

KDYL

The POPULAR *Station*

Salt Lake City

Representative: JOHN BLAIR & CO.

NBC RED NETWORK

BUYERS SEE RED
. . . when they think of Richmond

And that means WMBG—the Red Network outlet in Richmond. For WMBG offers you the best in the Red and the best in the local field—plus specialized merchandising knowledge of Richmond.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

CHRISTMAS
GREETINGS
from
CJOR
Vancouver – B. C.
Nat. Rep.: J. H. McGillvra
H. N. Stovin, (Canada)
600 KC 1000 Watts

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

We have the peak soil conductivity in the U. S. . . . plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!
WIBW The Voice of Kansas in TOPEKA

Additional Funds For FCC Sought

$5,000,000 Is Asked by Fly at Committee Session

REQUESTING appropriations for the FCC for fiscal year 1943 totaling almost $5,000,000, FCC Chairman James Lawrence Fly, along with other Commission officials, last Wednesday appeared before the House Independent Offices Appropriations Subcommittee.

Representing a nominal decrease from the total appropriation granted for this fiscal year ending June 30, 1942, it is expected, however, that a considerably larger amount may finally be appropriated for the coming year, since the proposed budget was premised on a defense, rather than a war basis.

Just how much more may be asked in view of the FCC's wartime activities can only be conjectured, although it appears certain that substantial increases in personnel will be necessary, particularly in the National Defense Operation Section, charged with the responsibility of ferreting out illegal broadcast activities.

Monitoring Tieup

Also there is speculation, bearing out the prospect of personnel increases in the FCC's field forces, that whatever censorship authority may evolve from present studies probably will seek the assistance of FCC monitoring personnel through some sort of physical tieup. It is foreseen, too, that monitoring operations must function on a comprehensive 24-hour basis during wartime, which would necessitate complemented personnel.

Included in the $4,991,219 budget projected for fiscal 1943 is $2,323,600 for regular FCC operations—$2,300,000 for salaries and expenses, and $23,600 for printing and binding — and an additional $2,667,619 for the National Defense Operations Section, which includes $836,979 for operating Foreign Broadcast Monitoring Service during the next year, an increase of $27,979 over 1942 funds.

Last Year

The FCC for fiscal year 1942 received appropriations totaling $5,068,729, of which $2,339,729 was for regulatory expenses and $2,729,000 for national defense operations. The 1943 figure represents a decrease of $77,510 from 1942, achieved through the elimination of non-recurring items such as substantial purchases of monitoring and field equipment made during the present fiscal year in connection with defense operations.

The 1943 estimates provide for no increase in personnel at FCC headquarters in Washington, although provision is made for some additions in the FCC field staff.

GOING ON WAX 6,000 feet in the air is this program. The transcription was broadcast over WPTF, Raleigh, as a part of its coverage of the recent First Army maneuvers. Left to right are Wesley Wallace, WPTF special events man who arranged the program, Lt. Standart, 126th Observation Squadron of the Army, and Williard Dean, WPTF engineer.

Priority Proposal Still in the Works

TEMPORARILY lost in the shuffle of OPM activity incident to the United States' entry into the war, plans to develop long-range advisory functions within the Defense Communications Board on priorities matters for the communications industry remained in status quo during the last week. The same holds for another project designed to aid the communications industry, including broadcasting, in its critical materials supply situation —establishing a special Communications Industry Section under the Civilian Supply Division or some other branch of the Office of Production Management.

DCB by Friday had received no opinion from OPM Priorities Director Donald M. Nelson on its projected operations plan in the priorities and allocations picture, although Mr. Nelson and other officials of OPM and Supply Priorities & Allocations Board have been considering the proposition for several weeks. It is expected OPM should return to something approaching its former routine after the first excitement of the war effect has died down, and affirmative action on the DCB or industry section project, or both, is expected.

More 'Boom Town'

IN VIEW of the success of the "Boom town" study issued by World Broadcasting System in September [BROADCASTING, Sept. 29], and its resultant inspiration as a means of selling an airport to the Kansas City Council [BROADCASTING, Dec. 8], World is sending out to 600 advertising managers and agency executives a folder titled "You're Welcome, Senator".

NO PHONEY ALERTS

NBC Warns It Will Carry Official Ones Only

TO CLARIFY its self-imposed censorship in broadcasting war news NBC last week read notices on its Red and Blue networks pointing out that all "alerts" or other warnings will come from official sources —"false reports, rumors and unconfirmed news will not be broadcast."

"NBC has a staff of trained American reporters on all battle fronts and in the key capitals of the world," the notice stated, "and subscribes to the world-wide services of AP, UP and INS. NBC also maintains extensive listening posts on Long Island and in Southern California in order to monitor the broadcasting stations of the world . . . The NBC newsroom is in continuous operation to sift all reports."

Final sentence of the notice urged, "Please do not telephone the station, the Army, Navy or police to verify reports. Keep tuned to your radio for all important and authentic information pertaining to war news or civilian defense."

Last week the *New York Times* carried boxed notices in each edition reading, "Please do not telephone the *New York Times* for war news. Every hour on the hour news bulletins are broadcast over station WMCA (New York)—570 on the dial."

KPAS Debut Delayed

INABILITY to obtain certain essential equipment due to the existing war emergency will delay the start of the new KPAS, Pasadena, Cal., according to J. Frank Burke, head of the new 10,000 watt station which originally had planned to start operation soon. KPAS has been authorized last Sept. 9 to the Pacific Coast Broadcasting Co. on 1110 kc.

Football Fan Trip

ALL-AMERICA football team prognosticator among listeners of KFEL Denver, whose choice of national football stars most nearly coincides with the choosing of MBS experts will receive a ticket and transportation to his or her choice of the Cotton Bowl game in Dallas or the East-West All-Star game in San Francisco.

Put KROD on your "*MUST*" List for '42

For more profits in one of America's most prosperous—yet radio-isolated areas—plan NOW to use the station that can give you the most coverage in the El Paso Southwest.

KROD
1000 Watts (day) • 500 Watts
600 kc
Columbia's Outlet to the El Paso Southwest

Dorrance D. Roderick, Owner
Val Lawrence, Manager
Howard H. Wilson Co., *Natl. Rep.*

In the CONTROL ROOM

ARLES R. CARVAJAL, former
S engineer, and previously consult-
on radio broadcasting for Latin
erica, has joined Ad. Auriema
New York, manufacturers' ex-
managers, as commercial engi-
with special emphasis on Latin
erica. Mr. Carvajal also was with
for 11 years as an engineer and
as production manager and chief
the Spanish section of NBC's in-
national division.

N H. ASHBAUGH, who has
acting manager of manufacturing
engineering of the Westinghouse
handising division, has been ap-
ted manager.

RMAN FLOREZ, formerly chief
neer of WFVW, Brooklyn, has
ed the engineering department of
R, New York, assigned to the
transmitter in Carteret, N. J.

L MONROFF, formerly of the
neering staff of WSAZ, Hunting-
W. Va., has been transferred to
S, Charleston, headquarters of
West Virginia Network.

NEST GRAHAM, studio engineer
WJJD, Chicago, is the father of a
Thomas, born Dec. 1.

WARD CLINKENBEARD, for-
y with KFEQ, St. Joseph, Mo.,
been added to the engineering staff
KLZ, Denver.

W. CONRAD, formerly sales man-
of the Tulsa office of Graybar
ric Co., has been named acting
ybar manager in Omaha, replac-
F. J. Saffer, whose illness prevents
former activity as manager in
ha.

WQXR FM Plans

QXR, FM station owned by
XR, New York, on Dec. 7 dis-
nued its regular broadcasting
edule 5-10 p.m. For a 10-day pe-
while it moves from its experi-
al location in Long Island City
its permanent headquarters atop
Chanin Bldg., New York. Call
rs will be W59NY when it starts
mercial broadcasting after the first
the year, and it will be operated
Interstate Broadcasting Co. on
m.c.

UNDER CONSTRUCTION and scheduled for use by mid-March of 1942 is this new transmitter building of KMPC, Beverly Hills, Cal. It is being erected on a 21-acre tract at Burbank Blvd. and Coldwater Canyon, in Van Nuys, Cal. Plant, which represents an investment of approximately $100,000, incorporates the latest RCA 10-E transmitter, with three 300-foot Lehigh directional antennas. Structure will include bachelor quarters and a fully equipped technical workshop. Lloyd Sigmon is engineer in charge of construction. KMPC is owned by Station of the Stars Inc., of which G. A. Richards is president and Manager Robert O. Reynolds vice-president.

W53H OPERATION TO START DEC. 15

W53H, FM outlet of WTIC, Hartford, was to have started commercial operation at 3 p.m. Dec. 15. Formal dedication of the FM station has not been planned until some time in March, 1942, when its new antenna will have been placed in operation.

A new tower, to have an approximate power output of 4,000 watts and expected to give coverage of approximately 6,100 sq. miles, will be erected on a site adjacent to WTIC's power plant on Avon mountain. Director of the new station will be Leonard J. Patricelli, working in collaboration with WTIC's program manager, Thomas C. McCray. Headquarters will be on the sixth floor of the Travelers Insurance Co. Bldg., Hartford.

SESAC announced early in December that it had acquired control of the entire musical catalog of C. L. Barnhouse Co., Oskaloosa, Ia., band and orchestra publishing house.

FM Primer

PRIMER devoted to FM has been issued by General Electric Co., Schenectady. Booklet gives simple explanations of sound waves, overtones and radio system of wireless communication in introductory sections and then gives chart and text explanations on how FM reduces static and interference. Frequency channel difficulties of AM reception are dealt with and difference in FM channel operation is explained. General Electric's experience in FM is recounted.

A NEW GIANT!

KPAS

Pasadena, Calif.

10,000 WATTS DIRECTIONAL

UNLIMITED TIME

The only commercial station serving the Pasadena Market, the RICHEST market per capita in the Nation

+ PLUS +

Thorough coverage of SOUTHERN CALIFORNIA

●

11-10 on your dial.

AROUND THE CLOCK KPAS 11-10 ON YOUR DIAL

KPAS

Pacific Coast Broadcasting Co.

Studios in the Huntington Hotel, Pasadena, and Hollywood.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

PERFORMANCE STRENGTH and LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR

WINCHARGER CORPORATION SIOUX CITY, IOWA

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

SURPLUS BUYING POWER

JACKSON

—Surplus Buying-Power is 43 points above national average.
—Averaged 75 new families a month during 1941.
—and Hinds County taxable sales show 50% increase.
Invest your Advertising dollars with WJDX—Dominant Radio Station in the Growing Mississippi Market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Agencies

EUGENE I. HARRINGTON, who succeeded Fairfax M. Cone as manager of the San Francisco office of Lord & Thomas, has been named a vice-president of the agency.

WENDELL BUCK, account executive of McCann-Erickson, New York, has resigned to enter public relations with offices at 489 Fifth Ave. Telephone is Murray Hill 2-2492.

PHILIP A. BROWN, formerly assistant advertising manager of Servel Inc., New York, and previously associated with Geyer, Cornell & Newell in the Dayton office and Fuller & Smith & Ross, Cleveland, has joined the New York staff of Lord & Thomas, to assist in contacting on the Frigidaire account.

RONALD STEVENS of Murray Breese Assoc., New York, has been named accounts supervisor succeeding James Breese who has resigned.

BOB STRUBLE, former manager of the Santa Cruze studios of KDON, Monterey, Cal., has joined W. E. Long Co., Chicago, as assistant director of radio.

JOHN CHRIST, formerly J. Walter Thompson Co., Hollywood producer, is now a public relations officer at Fort Ord, Cal.

LEONARD M. LEONARD, director of clients service of Raymond Spector Co., New York, on Dec. 2 became the father of a boy, Anthony Samuel.

ASSOCIATION of Canadian Advertisers has moved into larger quarters in the Federal Bldg., 85 Richmond St., W., Toronto.

L. A. Agency Change

HILLMAN-SHANE Adv. Agency, Los Angeles, has changed its firm name to Hillman-Shane-Breyer, with Donald A. Breyer having been elected secretary-treasurer, David S. Hillman, president, announced in early December. Mr. Breyer, along with his executive duties also heads the radio department. Before making his present association August last, he was for approximately two years Los Angeles managing partner of Sidney Garfinkel Adv. Agency. Prior to that Breyer was for 2½ years affiliated with that firm's San Francisco headquarters. In the interim he was Northern California sales promotion and advertising manager of C. H. Baker Co. (chain shoe stores). Agency has also appointed Jeanne DeGarmo as publicity department director.

GE Keeps Advertising

ALTHOUGH production of electrical appliances has been curtailed because of defense requirements, General Electric Co. will maintain its huge volume of advertising through 1942. That announcement was made Dec. 5 by Boyd W. Bullock, advertising manager of the company's appliance and merchandise division at a Del Monte, Cal. convention of Pacific Coast distributors. About $4,000,000 was spent by the company during 1941 in appliance advertising, Bullock said, with the campaign for the coming year on about the same scale.

WILLIAM SPITZ, Syracuse, has announced formation of a new agency to be known as William Spitz Adv. Associated with Mr. Spitz are: Lee Brown Coye, art director; Robert W. Loew, copy chief and Miss Rosemary Marioni, spacebuyer. Accounts include: Aircooled Motors Corp., Liverpool, N. Y.; Markson Bros. Inc., furniture stores; Toga Mills Inc., Waverly, N. Y., dog food producers; Grange Silo Co., Red Creek, N. Y., and the Syracuse Underwriters Exchange. Agency is in Empire Bldg., Syracuse. Telephone, 4-6868.

FREDERICK BEELBY, formerly of stations WIRE, Indianapolis; KPHO, Phoenix, Ariz.; and KYCA, Prescott, Ariz. has joined McDonald-Potter Inc., 230 N. Michigan Ave., Chicago as radio director.

HARRY W. GORDON, of the Argentine office of the J. Walter Thompson Co., sailed Dec. 5 to return to his post in Buenos Aires.

Recruiting Drive

STATIONS shortly will receive from the War Department copies of Gene Krupa's record of the Army Air Forces' song Keep 'Em Flying which they will be asked to play in connection with a recruiting drive for 30,000 pilots, bombardiers and navigators. No copy will accompany the records which were made by the Columbia Recording Co. for the Army. At the same time CRC will place the records on sale throughout the country. Tom Stone, radio branch of War Department's Bureau of Public Relations, arranged details. In addition, CRC is sending 12,000 records to men in overseas bases. This is part of an arrangement whereby the Wurlitzer Corp. is donating 66 'juke" boxes (of the no coin needed variety) for men in overseas service.

AND HERE, KIDDIES, we come t the elephant. The elephant is th biggest of all animals. He has trunk and press agents like him b cause he makes interesting pic tures, especially for radio stations Elephants live in circuses and zoo and clowns like to do tricks wit them. Here are two clowns. Th one at the left is Felix Adler. He known as the King of Clowns. Th other one is really a radio an nouncer. His name is Bert Graulic and he works at WQAM, Miami He is the only living radio an nouncer who ever hid the station call letters from a camera. Now down below we have—

another big elephant. He works fo Santa Claus and he attracted a lo of attention when they had a Sant Claus parade in Ashtabula, O where Santa gave out several hun dred pounds of candy. Mmmm Mmmm! Want some? The man ri ing aboard the elephant's neck i Al Newkirk, newscaster of WIC Ashtabula. He seems to be ver happy and waves to all the peop on Main Street. And so we leav the great giant of the jungle!

WGN Sales Climb

ANNUAL THREE-DAY sale meeting was held by the sales sta of WGN, Chicago, last Wednesda through Friday under the directio of William A. McGuineas, sale manager, who revealed that tim sales during the first 11 months o 1941 exceeded any other simila period in the station's history, an that 50% of available time ha been sold in 1941 as against 39% in 1940. Sales techniques and pre entation, merchandising, and F potentialities were discussed. Tho who attended were: From the WG New York office, Norman Boga eastern sales manager, Joe Spey George Dietrich; Chicago salesme Reed Meyers, George Harve Charles Coffin, James Anderso Charles Gates; Frank P. Schreibe general manager; Ben Berentso sales promotion; Bruce Denn publicity and special events dire tor.

SYBIL CHISM, Hollywood organ on the NBC Lum & Abner progra sponsored by Miles Labs. (Alka Se er), has sold her original theme so of that program, "Evalina," to Yo Production for use in a forthcomin untitled film.

WRAP UP the great DETROIT AREA IN ONE PACKAGE!

800 kc.

• IF YOU SELL THE DETROIT AREA you ought to get the facts on CKLW. This heads-up outfit is right in "the middle of things" at 800 K.C.—with complete coverage of this rich defense market, the third largest in America. Live-wire program-planning tuned to today's demands. Listener-interest is going up and up.

5000 WATTS DAY and NIGHT

CKLW

MUTUAL BROADCASTING SYSTEM

NAB Groups Tell f Activity in War

er Leaves for Capital r Speech in Denver

NIO's important role in the war t keynoted discussions at the District 14 meeting, held last day and Tuesday in Denver, the District 11 meeting Thurs- and Friday in Minneapolis. adcasters adopted unanimously resolution whereby they "most rnestly and solemnly support the esident of the United States and mander-in-chief of our armed es in his declaration of war".

NAB President Neville Miller, aking Tuesday at a joint lunch- of broadcasters and the Den- Advertising Club, outlined dio's functions in defense. Rep- enting the War Department, k Harris, news and special nts director of the radio branch the Army Bureau of Public Re- ions, met with program directors news editors to develop plans handling war news.

Miller Back

After the Denver meeting, Mr. ller flew to Washington to co- nate NAB activities in the war rt. C. E. Arney Jr., assistant Mr. Miller, attended the Min- olis meeting in his place.

Thus far radio has not been ily upset," Mr. Miller com- ted at the Tuesday luncheon, anks to the many months of eful planning that the radio ustry has given to these mat- . For months and even years have been laying the ground- rk and working out plans for ious contingencies; now that the e has come, it only remained radio to put into effect these efully laid plans.

"It may not exactly be 'business usual' for many stations, but at rate there has been no hysteria adio's ranks and no drastic up- in our regular methods of op- tion. How vital this one fact is ur national welfare in this time supreme crisis we can not even guess, but to the foresight of the radio industry should go the sincere thanks of posterity when these days are over."

Attending the District 14 meeting in Denver were:

Frank L. Bishop, KFEL; E. J. Browman, KSL; Merrill J. Bunnell, KLO; Jim Carroll, KWYO; R. F. Crossthwaite, KWYO; Henry H. Fletcher, KSEI; John Gardner, KTFI; Earl S. Glade, KSL; Louis Haller, KLO; Donald Hathaway, KDFN; L. L. Hilliard, KGKY; Herb Hollister, KANS; Charles Howell, KFXJ; Frank E. Hurt, KFXD; Bruce Isaacson, KFXJ; James R. MacPherson, KOA; Don McCaig, KFEL; Art Mosby, KGVO; Holly Moyer, KFEL; Lennox Murdoch, KSL; Joseph A. Myers, KFEL; Gene O'Fallon, KFEL; R. H. Owen, KOA; William D. Pyle, KVOD; Herb Siebert, KWYO; Emerson S. Smith, KDYL; O. P. Soule, KTFI-KSEI; William Wagstaff, KDYL; Ed Yocum, KGHL; Lloyd E. Yoder, KOA, and Bob Schuetz, NBC.

Eugene Cervi, OEM; Russell Clancy, Associated Press; Oliver Gramling, Associated Press; Gus Hagenah, SESAC; Jack Harris, War Department; Carl Haverlin, BMI; Robert B. Hudson, Rocky Mountain Radio Council; Neville Miller, NAB; Frank E. Pellegrin, NAB; Paul Ray, John Blair & Company; Alex Sherwood, Standard Radio, and Ralph Wentworth, Lang-Worth.

Finch Leaves Business To Take Post With Navy

W. G. H. FINCH, since 1935 president of Finch Telecommunications Labs., Passaic, N. J., radio inventor, resigned his position to start active duty Dec. 1 with the Navy as a lieutenant commander in the Naval Reserve. He has been assigned to duty in the specialized radio equipment section of the Radio & Sound Branch of the Bureau of Ships.

Mr. Finch

Well-known for his radio inventions, particularly in the field of facsimile, Commander Finch served in the Naval Reserve for many years and has been executive officer of the Naval Communications Reserve for the Third Naval District since November, 1929. From 1934 to 1935 he was FCC assistant chief engineer in charge of telephone engineering. Among his major inventions is the automatic high-speed radio printing system, radio relay and recorder and high-fidelity broadcast facsimile transmission system. He has served as delegate and technical expert at many national and international radio conferences since 1924.

Chicago Group meets

FACED with immediate defense problems, such as protection of transmitters against sabotage, development of morale programs and other emergency measures, representatives of a half-dozen stations met informally in Chicago last Tuesday. Stations represented were WSB, WHO, WOAI, WLW, WSM and WHAS. All are 50,000-watt outlets and are applicants for increased power. The effect of the war upon high-power operations presumably was discussed, the attitude being advanced that the emergency probably has resulted in relegating the superpower issue into the background.

UNUSUAL advertising hand-out of WIBW features rubber ball hung on cardboard with message to hire WIBW, Topeka, to keep sales-ball rolling.

Results!

JAMES LEGATE, manager of WHIO, Dayton, O., recently addressed the advertising class of Miami-Jacobs Business College, Dayton. He discovered that several students in the class had been influenced to enroll after hearing the school's program on WHIO!

AL HELFER, m.c. on the Coca Cola *Spotlight Bands* program on MBS, on Dec. 11 left the show to take his post as a Naval Lieutenant. He has been succeeded by Gil Newsome, former announcer of WCAU, Philadelphia.

Hans Otto Storm

HANS OTTO STORM, 46, radio engineer and writer, was killed Thursday when he came into contact with a powerfully charged transmitter line he was installing at local headquarters of Globe Wireless Ltd., San Francisco. Mr. Storm, born at Bloomington, Cal., was a graduate of Stanford U. and chief engineer for Globe Wireless. While at a Lima Conference a few years ago he gathered material for a book, *Pity the Tyrant*, which received the Commonwealth club gold medal as the best work of a California resident. He was also author of *Count Ten* and *Made in U.S.A.*

The Northwest's Most Popular Radio Station!

WTCN

ST. PAUL NBC BLUE NETWORK MINNEAPOLIS

. . . . . Because

A Good Bet for Your 1942 Advertising Dollar

it meets the program demands of every age and taste with all these types of broadcasts

NEWS	VARIETY
MUSIC	QUIZ
RELIGION	EDUCATIONAL
SPORTS	CHILDREN'S
DRAMA	PUBLIC SERVICE
AGRICULTURAL	

FREE & PETERS, INC., *Exclusive National Representatives*

New York Chicago Detroit Los Angeles San Francisco Atlanta

WASHINGTON, D.C.

WWDC

the buy for me

J. M. SPENCE, Gen'l. Mgr.

AGENCY Appointments

OLD TRUSTY DOG FOOD Co., Needham, Mass. (dog foods and accessories), to Chambers & Wiswell, Boston. Plans to be announced later.

RAILWAY EXPRESS Agency, New York (air express division), to Caples Co., that city, effective Jan. 1, 1942. Plans not yet formulated.

PENNSYLVANIA RUBBER Co., Jeannette, Pa. (Vacuum Cup tires), to Aitken-Kynett Co., Philadelphia.

O'DARA PRODUCTS Co., St. Louis (antiseptic) to Shaffer, Brennan, Margulis Adv. Co., St. Louis. Said to use radio.

AD BUDGETS PARED BY CUT IN AUTOS

REDUCTION of passenger car and light truck output from previously curtailed levels by 50%, effective Dec. 15, means further sharp paring on advertising budgets.

In the wake of the new reduction order in mid-December, rumors flew around Detroit advertising circles that three companies, embracing a half-dozen divisions, had ordered elimination of all daily newspaper advertising and some radio advertising scheduled for the balance of the holiday month. The curtailments were indicated as continuing into January.

Meanwhile, it was understood that reductions in personnel were continuing in the city's large automotive advertising agencies. Campbell-Ewald Co., which had not participated in widespread reductions in personnel up to now, was said to be trimming its working force in copy and production divisions.

Gennett and Speedy-Q

WORLD'S TWO LARGEST SOUND EFFECTS LIBRARIES ESTABLISH SOUND EFFECTS DEPOTS IN

East — **NEW YORK**
Mid-west — **RICHMOND, IND.**
West — **LOS ANGELES**

Featuring
OVER 10,000
DISTINCTIVE EFFECTS
all under one roof

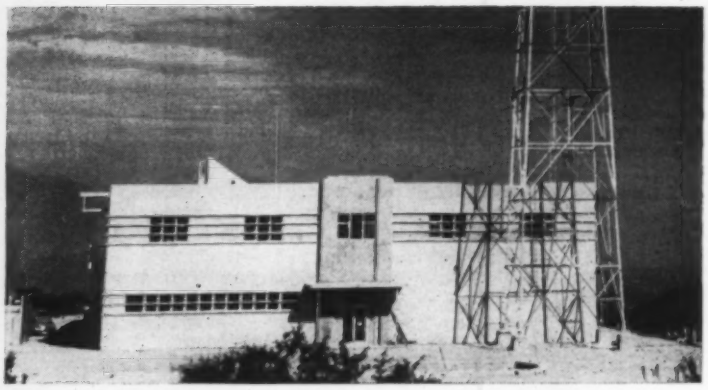
Every sound effects user has waited for this news. At last — one source where all sound effects records can be bought. One specialized and expert service— long the need of the industry.

SPECIAL OFFER — LIMITED
$50.00 worth for only $44.25
Information on request

Whatever the requirements . . . whenever they occur . . . call . . . write . . . wire

GENNETT • SPEEDY-Q SOUND EFFECTS LIBRARIES

New York: 67 West 44th Street
Los Angeles: 1344 So. Flower St.
Richmond, Ind.: So. 1st and B St.



EXCLUSIVELY for television is this 2½-story structure erected by Don Lee Broadcasting System atop 1,700-foot Mount Lee, overlooking Hollywood, Cal. Besides experimental station W6XAO and a research laboratory, the structure houses the world's largest television stage, measuring 60'x100' and 35 feet high. Steel tower is 300 feet high, making a sheer vertical clearance of 2,000 feet or nearly a half mile, enabling W6XAO, because of location, to cover a radius of 100 miles. Since W6XAO went on the air Dec. 23, 1931, there has been telecast more than 6,000 program hours, including 11,000,000 feet of film. Programs currently feature remote pickups of wrestling matches from Hollywood Legion Stadium and outdoor special events in the Los Angeles area. Harry R. Lubcke is Don Lee director of television.

Chicago Stations Take Swift Measures To Protect Property Against Sabotage

THE WAR EMERGENCY found Chicago stations not only ready to offer their facilities in the interest of national defense, but well prepared against potential sabotage. In every case, guarding of transmitters was intensified. WGN, WBBM, WENR-WLS and WMAQ have had 24-hour guard around the transmitters for some time, and the Gene Dyer stations, WAIT, WGES-WSBC have redoubled their vigilance.

Guards Detailed

In some cases, engineers at the transmitters have been armed. Studio tours at WBBM-CBS were discontinued last week, and identification cards recently issued must now be displayed by employes to enter studios and offices. Similar action by NBC is expected.

Last Wednesday, stations were advised by the radio branch of the War Dept. that if protection for studios or transmitter was desired, they were to call the commander of the corps area and ask that men be detailed as a guard. Gen. J. M. Cummins, commander of the Sixth Corps area, issued a statement, requesting the stations first to ask state and local authorities for protection, but if these authorities were unable to provide that safety, then the Army would supply the men needed for guard.

An advisory defense council was organized by WIND, Gary, Ind. on the initiative of Al Hollender, station public relations director placing the facilities of the station at the disposal of the council. The Army, Navy, Civilian Defense, and large Gary steel mills are represented on the advisory council objectives of which are to "solidify public opinion, build morale, and educate the public against sabotage" in the vital Gary industrial area. In cooperation with Sixth Corps Civilian Defense, the station has instituted *Bulletins for Defense*, a five-minute six a day news period on defense information.

Radio Committee

Radio Committee of Chicago National Defense of which H. Leslie Atlass, vice-president of CBS, Chicago, was recently appointed radio chairman by Mayor Edward J. Kelly and which consists of representatives of every radio station in the Chicago defense area, is expected to become active in the defense picture, acting as a liaison for the stations and as a clearing house for national defense programs.

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

WSOY

EQUIPMENT SURVEY
Complete Information Sought By DCB and FCC

TYING into the war activity, the Defense Communications Board, in collaboration with the FCC, has undertaken an all-inclusive questionnaire survey of technical facilities of broadcast stations to provide an overall inventory of equipment, reliability, replacement requirements and other data of fundamental importance in maintaining the structure, whatever the eventualities.

The questionnaire, devised by the Domestic Broadcast Committee of DCB and used as the basis for its handbook, is being readapted for the new study. It will go to every licensed station. Infinite detail will be required to provide the complete technical information desired, including station and transmitter locations, coverage data, types of equipment in use, availability of auxiliary supplies and other essential information.

The questionnaire, it is understood, will be mailed within a few days.

CBS last week added three employes to its FM division: Edward C. Downes musical writer and son of Olin Downes, music critic of the New *York Times*, has become staff assistant to Wendell Adams, CBS director of popular music for both AM and FM broadcasting; Jeff Sparks, free-lance announcer, has joined the announcing staff, and Eugene Stinson, freelance scriptwriter, has joined the writing division of W67NY.

Now! Under One Roof

WORLD'S TWO LARGEST SOUND EFFECTS LIBRARIES ESTABLISH SOUND EFFECTS DEPOTS IN..... NEW YORK

Featuring
OVER 10,000
DISTINCTIVE EFFECTS

To every user of sound effects records this is an announcement of particular significance. For now our extensive services include these two great libraries. Now you can buy all your sound effects records from one source.

SPECIAL OFFER — LIMITED
$50.00 worth for only $44.25
Information on request

Whatever the requirements . . . whenever they occur . . . call . . . write . . . wire

CHARLES MICHELSON

67 West 44th Street, New York

West Coast

(Continued from page 10)

booth, shutting it off from pub-
riew. Both NBC and CBS have
ontinued their tour services.
trictions have been placed on
visitors, although studio audi-
es still are permitted.

Shortly after the Dec. 7 attack
Hawaii, it was reported an at-
pt was made by six or eight
dentified Japanese to sabotage
Don Lee experimental televi-
station, W6XAO, and FM sta-
. K45LA, situated atop 1,700-
Mount Lee, overlooking Holly-
d. The would-be saboteurs were
ed when Paul Marshall, care-
er, fired at them. The 300-foot
tower located on the moun-
is used as an aviation beacon.

Word of Caution

Harry W. Witt, CBS Southern
lifornia sales manager and
sident of Southern California
oadcasters Assn., cautioned
BA member stations by tele-
n to guard against sensational-
and to handle all newscasts
out hysteria and with careful
ntion to authenticity and
ee.

t the call of Mr. Witt, station
agers met last Tuesday in Los
eles with Bernard Linden, FCC
ector in Southern California, to
ulate a working plan of uni-
operation during an emerg-
. A dual system was set up to
fy stations to go off the air.
ted as beacon stations were
KNX, KHJ and KFAC, with
outlets receiving FCC or mili-
orders by monitoring these
key facilities. In addition a
t telephone network has been
up to notify simultaneously all
ons in the area.

All-Day Operation

oadcasters also set up a co-
ating committee, headed by
ald W. Thornburgh, CBS Pa-
Coast vice-president. The com-
e membership includes John
low, NBC program manager;
le Scott, KFI-KECA sales man-
; Charles Storke, KTMS man-
; Lawrence McDowell, KFOX
mercial manager; Van C. New-
, Don Lee production manager;
in Smith, KFAC manager;
ning Ostroff, KFWB program
ctor. Mr. Linden will act as liai-
between the committee and
Fourth Interceptor Command
Riverside, Cal., as well as other
ary and Navy authorities.

an anti-sabotage measure,
E. Gilman, NBC vice-presi-
, has appointed an operations
mittee to function on a 24-hour
at NBC's Hollywood studios.
though affiliated stations may
f the air intermittently, Don
has announced that its staff
continue to operate on a 24-
basis.

BLEDAY DORAN & Co.,
York (Triangle books), on
2 will start an eight-station
aign of participations on wo-
programs and news broad-
for its books.

We give you NEW ENGLAND!

WICKEDNESS was punished promptly and rigorously in old New England . . . Take the case of Increase Bellweather: Increase—poor wretch—lacked industry and character. He was a ne'er-do-well.. One Christmas Eve about 200 years ago he raided his neighbor's turkey coop. Result: Increase spent a quiet Christmas in the pillory, while the constabulary carved the bird.

But virtue and strength have always been rewarded by New England! Take the strength of WBZ's new transmitter, for example. Says John Morrell & Company, ".. comments from consumer customers, in referring to our radio broadcasts, voluntarily refer to WBZ in the ratio of 3 to 1 as against all others."

WBZ's* new transmitter for 18 months has covered 95 percent of New England—95 percent of 2,000,000 radio families spending annually, at retail, nearly $3,500,000,000. At a single cost, WBZ* delivers all six of the Yankee states.

WBZ BOSTON 50,000 WATTS

*Synchronized with WBZA

WESTINGHOUSE RADIO STATIONS Inc · KDKA KYW WBZ WBZA WOWO WGL · REPRESENTED NATIONALLY BY NBC SPOT SALES

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Where Sales Multiply

Air Castle of the South

W E

50,000 WATTS CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS

Nets Ready

(*Continued from page 9*)

gress (which MBS recorded and rebroadcast four times during the afternoon and evening) and the speech of Prime Minister Churchill from London.

Another Monday highlight was NBC's broadcast of an eyewitness account of the bombing of Manila, as described by Bert Silen, general manager of KZRH, Manila affiliate of NBC, and Don Bell of the station's special events staff.

Sky Was Crimson

In Silen's own words—"the first we knew of the bombing we heard terrible detonations and then saw huge flames from incendiary bombs coming out of Fort Wm. McKinley and Nichols Field . . . turning the sky absolutely crimson . . . we saw the real fireworks display of blood red antiaircraft tracer bullets going after those Japanese bombers . . . and we thought we couldn't get this through because the bombers paid a visit to the transmitting station of KRCA, of RCA, through whose transmitter we are putting this broadcast."

A definite statement made by Don Bell, KZRH news announcer who worked with Silen, was that "the Japanese came over with the idea of hitting a definite target . . . and they have hit that target. There has been no bombing of civilians or anything of that kind; the bombing has not been indiscriminate, but it seemingly has been very accurate." Bell continued his description of the various Army and Navy posts around Manila, and the bombing of Corrigedor, which "is to Manila what Gibraltar is to the Mediterranean", while Silen climbed to the top of the eight-story building which houses the studios of KZRH "for a better vantage point".

From there, Silen stated that "it looks as though the Japanese are coming back again, but we'll just have to wait and see; it is a little too early to tell just where the anti-aircraft fire is coming from at the present time. . . ."

Back Toward Normal

As the week progressed operations became more systematized, with fewer program interruptions and cancellations and with news bulletins regularly broadcast at the beginning or close of each program. NBC uses the first minute of each quarter-hour program and the first two minutes of each half-hour program for news, with a second two-minute newscast after the 30-minute station break on hour programs.

MBS broadcasts from Washington every hour on the hour and from Los Angeles every hour on the half-hour, taking one minute from commercial programs and five minutes from sustaining programs for these newscasts. CBS has no set time for news but allows the news on hand to determine the length of the interruption. News of special importance is broadcast as soon as received by all networks, of course.

THERMOS LUNCHES keep John Daly (left) and Elmer Davis, CBS news analysts, supplied with necessary sustenance during the biggest news week in radio history.

Far from complaining at this curtailment of their time, sponsors generally have told the networks not to hesitate to cut in with important news. A number of sponsors of newscasts have eliminated their commercials altogether, announcing at the opening of the broadcasts that this will be done to permit the greatest amount of news to be included in the period.

Night Roundups

While no one is willing to predict what will happen in the future, the outbreak of war has not yet caused cancellations of radio time by advertisers. "From every indication," William Gittenger, vice-president in charge of sales for CBS, said last week, "sponsors will continue programs and there is a bigger demand for time than ever before." At NBC it was reported there was a great demand for commentators.

Two late evening news summaries were added to the NBC schedule on Wednesday. H. V. Kaltenborn now does a roundup commentary from midnight to 12:10 a.m. and John W. Vandercook has a similar period from 12:50 to 1 a.m. These programs are broadcast on both the Red and Blue networks, which are combined during the remainder of the night, broadcasting music with news every half-hour or 15 minutes.

CBS has a similar schedule, while MBS is feeding to the network WOR's program of recorded music conducted by Jerry Lawrence. Asked how long this round-the-clock service would continue, network executives replied as long as necessary, at least through this week.

Emphasis on martial music was noted Monday night both on network and local programs with many network commercials ending their periods with the National Anthem. This slackened later in the week and a cursory check revealed that most programs were sticking to their regular format although carrying many defense and allied announcements.

CBS Says News Force Covers All Vital Points

A WELL-ORGANIZED staff of reporters in all the vital zones of war was ready to swing into action for CBS when news of the conflict first broke, the network revealed, as the result of building up in the last several months a Far Eastern staff for just such an eventuality. Earlier this year H. R. Dunn was transferred from New York to Asia to organize the staff and with the first flash of news reporters in Honlulu, Manila, Batavia, Sydney were put on the alert.

In addition CBS has recently organized a network of Latin American reporters covering the 13 capitals. Its European staff, organized by Edward R. Murrow, recently returned to the United States, has been functioning for the past few years. The entire news-gathering staff the world over has been put on a war-time footing.

Liberty Struggles

OUTSTANDING events in the lives of famous Americans of all races and creeds interested in the struggle for liberty are dramatized on *Fighters for Freedom*, series of weekly quarter-hour programs starting Dec. 15 on WBNX, New York, in cooperation with the Free Sons of Israel.

Shirer's Baby Girl

WILLIAM L. SHIRER, CBS news analyst, the network's former Berlin correspondent, and author of *Berlin Diary*, is the father of a baby girl, Linda Elizabeth, born Dec. 10 in New York Hospital.

RCA Sign Dark

TO ELIMINATE any possibility of it being used as a guide by enemy war-planes the huge "RCA" sign atop the RCA Bldg. in Radio City, New York, has been blacked-out indefinitely on orders of David Sarnoff, president of RCA. The sign, 900 feet above the street level with letters 24 feet high, is the highest one of its size in the world. It was first turned on June 28, 1937.

GET A LINE ON THE GATES LINE
OF BROADCASTING EQUIPMENT FOR 1942
SEND FOR YOUR CATALOGUE NOW
GATES
QUINCY, ILLINOIS, U.S.A.

War Time Table

(Continued from page 10)

Fly Sunday night that MBS ged its loyal and wholehearted peration in making its facilities ilable for whatever may be re- ired in the public interest.

irman Fly mmons FCC Staff

The FCC was manned after rs of the attack was relayed Chairman James Lawrence Fly went immediately to his office, chairman of both the FCC and Defense Communications rd. Many daytime and limited e stations requested permission r overtime or all night operation. mmissioner Ray C. Wakefield dled these requests by tele- ne and telegraph after Chair- n Fly had issued instructions t these should be granted save extreme cases, or where inter- ence would be caused. Mr. Fly ained at his desk to 4 a.m. while e members of his staff worked ough the night.

Among orders issued by the FCC nday was a ban on amateur op- tions, which went into effect im- diately except where the Com- sion authorized special opera- for amateurs working with Government on assignment. In dition, FCC restrictions were ed on international communica- s pending establishment of ernment censorship.

Meanwhile the Navy announced t a censorship had been placed all outgoing cables and radio ssages from the United States its outlying possessions.

Shortly thereafter the War De- rtment issued a memorandum ich stated that "all information ative to strength, location, desig- tion, composition and movements United States troops or Army nsports outside the continental its of the United States are ignated by the War Depart- nt as secret and will be so con- ered under law."

As expected, all pickups from as of hostilities were subject approval and censorship by the mmanding officer or his repre- tative on the scene.

The 50,000 amateur stations nt off the air Sunday night hin 20 minutes after the FCC ier. George L. Bailey, president the American Radio Relay ague, on duty in Washington as cutive assistant to President ant of Harvard U, chairman of National Defense Research mmittee, was notified of the or- at 9 p.m. Mr. Bailey informed headquarters of ARRL in West rtford, Conn., and the amateur key station, W1AW immediately went on the air and informed amateurs of the order.

The board of directors of Network Affiliates Inc., newly organized trade association, was meeting in Washington Sunday and offered the Government through Mr. Fly the use of every member's complete facilities.

WINDING UP a 12-hour stretch of broadcasting news bulletins at all station breaks, in addition to writing and broadcasting two quarter-hour daytime news shows, Don Goddard (left), NBC news commentator, turns his mass of bulletins over to Robert St. John, who carries on the task through the evening after his own 6:15 p.m. news broadcast.

MONDAY

Monday, Dec. 8, continued to be hectic for Washington broadcasters. Principal radio event of the day was President Roosevelt's message to the joint Congressional session in which he asked for a declaration of war. This was carried on all networks and by shortwave. It was also carried by the BBC and CBS.

Some confusion resulted when, due to a misunderstanding, CBS and MBS continued a broadcast from the House floor while NBC left that vantage point when discussion of the war resolution began. After carrying proceedings for a half hour the former were asked by the House doorkeeper to cease their broadcast, which they did. All three networks then carried descriptions of the voting and the final result from doorways of the radio galleries. For the first time the networks were allowed to describe Senate proceedings from a doorway looking into the chamber. Previously the Senate had barred broadcasting from any position within the Chamber except Presidential inaugurations.

The FCC and DCB met simultaneously but separately Monday morning following which another order further restricting amateurs was issued. Until further notice the Commission cancelled all monitoring schedules by broadcast stations heretofore maintained after midnight hours to check the frequency stability of stations. The Commission said this was done to allow the full use of broadcast stations for defense purposes.

At his regular Monday press conference, Chairman Fly said a number of studies of censorship were being made around the city but the Commission itself was not participating, though its facilities would be made available for these studies if needed and a certain amount of dovetailing functions may result.

Mr. Fly said: "We ourselves have not been called upon to undertake censorship and we do not expect to." He said the Navy had already moved in on censorship of international communications and apparently was doing a pretty effective job. He added that censorship probably would not bother shortwave stations inasmuch as they are operated by thoroughly competent companies.

The DCB and FCC, Mr. Fly continued, are operating on an hour-to-hour basis but have no set schedule for further meetings. He indicated DCB undoubtedly will call its industry advisory committee for meetings and said "we are now in a position to reap the benefits of a splendid job done by DCB planning experts."

1918 Espionage Act Is Invoked by Navy

The Maritime Commission requested stations and newspapers to refrain from carrying news of merchant ship movements. The Senate passed by a unanimous vote Monday a bill prohibiting the employment aboard merchant vessels of radio operators whose appointment has been disapproved by the Secretary of the Navy.

The Navy invoked the Espionage Act of 1918 which forbids the conveyance or publication of any information that might be of value to the enemy. Rear Admiral A. J. Hepburn, chief of the Navy's bureau of public relations, announced the action Monday evening. At the same time it was reported that consideration is being given to imposing some form of control over standard broadcasting.

It was reported that FBI Director J. Edgar Hoover may head the organization in which such control might be vested at least until a permanent head could take over. Rear Admiral Hepburn said that at present (Monday) censorship of outgoing cable and commercial radio messages was being administered by the Office of Naval Intelligence. Shortwave censorship is being administered by the Office of

WHAT'S DIFFERENT ABOUT THE CENTRAL NEW YORK MARKET?

» As markets go, the Syracuse trading area is just another of a hundred key markets in the country. Its 200,000 families are divided into 60% city dwellers and 40% rural. They account for a quarter of billion dollars worth of retail sales yearly. They drive 159,000 passenger automobiles. Eat $60,000,000 worth of food—use $7,000,000 worth of drugs, buy over $10,000,000 worth of furniture and wear more than $22,000,000 worth of new clothing each year. In 1941 this healthy buying power was amplified by more than $200,000,000 worth of new defense orders placed in over a hundred different industrial plants in this market.

The Central New York market is no larger or smaller—richer or poorer than a dozen others like it. It differs in just one respect . . . the completeness with which it can be covered by one medium . . Station WFBL. Ask to see actual case histories on the low-cost selling power of WFBL in this market. Write or wire WFBL, Syracuse, N. Y., or Free & Peters, Inc., National Representatives.

» WFBL

Syracuse, N. Y.

MEMBER OF BASIC COLUMBIA NETWORK

WTCN 5000-1000 watts • NBC

MINNEAPOLIS - ST. PAUL'S best buy!

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

• *To Serve Well*
The Broadcasting Engineer

A *Self*-Defense Program

that began in 1927

For 15 years CREI has helped equip radio engineers with the technical ability to advance to better positions.

Important to ambitious men, before, during and long after any temporary emergency, is a planned program of study that enables them to step ahead into better positions with increased pay. This is a "self-defense" program for advancement that provides a secure future and lasting career.

CREI was founded for *that* purpose . . . to enable alert professional radiomen to acquire the necessary ability through modern technical training to go after the better-paying positions—and *get them.*

Since 1927, CREI has been training radiomen and providing them with such a planned "Self-defense" program. The success of our efforts during these 15 years is proven by the accomplishments of our graduates. Hundreds of unsolicited letters in our files testify to the fact that CREI training has been helpful in gaining better jobs at higher pay in minimum time. Few other educational institutions have so fully gained the respect and confidence of the men of the broadcasting industry. CREI courses have PROVEN their worth — they are recognized by employees and employers alike as the finest possible instructions at the lowest possible cost. Ask any radio engineer!

Why not investigate what CREI spare time training in Practical Radio Engineering can do for you? Let us send our interesting booklet together with personal recommendations for your advancement in radio through a planned program of technical training.

"Serving the Radio Industry since 1927"

CREI men in More than 400 Stations

CAPITOL RADIO
Engineering Institute

E. H. RIETZKE, *President*
Dept. B-12
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

the Coordinator of information.

The War Department announced a broadening of its prohibitions regarding troop movements, reinforcing its earlier announcement. The later announcement, made Monday evening, said that information relating to routes, schedules and destinations of troops either within continental United States or outside its limits is considered restricted. This restriction, however, will not apply in "specifically announced" cases in which information is issued by the department.

Mayor Fiorello LaGuardia, Civilian Defense Director, announced Monday evening over NBC that in case of an air raid the public should keep radios on for official instructions.

Neville Miller, president of the NAB, sent President Roosevelt a telegram placing the "broadcasters of the United States at his service. We stand ready to serve in every way possible," Mr. Miller wired.

The War Department on Monday issued a credo for war news. The suggested pointers, included in a special war bulletin distributed by the NAB, cover broadcasts of casualty lists and secret information, along with advice in connection with transmitter protection, activity of radio news-editor groups in each state, and the establishment of a regular schedule of official communiques by the War and Navy Departments. The NAB advised stations to refrain entirely from broadcasting casualty lists.

TUESDAY

The FCC said Tuesday that authority to order stations off the air as a safeguard against air raids rests with the Interceptor Commands set up by the Army. The FCC statement was in response to inquiries concerning confusion on the West Coast where local authorities reportedly ordered stations off the air Monday night and Tuesday morning. Mechanism for the stop broadcasting orders was set up by the DCB.

In addition, the Navy has ordered its naval radio stations to stop broadcasting weather information. The Navy said it had not asked commercial stations to cease weather reports but reports from various parts of the country indicate orders to naval stations might have been misinterpreted. Some naval commanders apparently were requesting commercial stations to refrain from broadcasting weather information.

Stations on the West Coast were ordered off the air intermittently Monday night and Tuesday. San Francisco stations were off Monday night and Tuesday morning. The same applied in Los Angeles. This was caused by repeated reports that "unidentified" planes had been sighted off the West Coast. Pacific Northwest stations came back on the air after a short period of silence Tuesday and California stations resumed broadcasting at 1:30 p.m. (PST) Tuesday.

First Communique

TELEPHONED to all national networks and local Washington stations in mid-afternoon Sunday, Dec. 7, shortly after the flash of Japan's attack on Pearl Harbor, Hawaii, the following brief announcement was the first official radio bulletin issued by the War Department in World War II: "The Secretary of War directs that all firms and manufacturing plants who have defense contracts or are working on defense orders will at once institute proper measures against sabotage".

Alerts Are Sounded
By WNYC, New York

WNYC, New York City municipal station, broadcast two alerts Tuesday afternoon after it was reported that an "enemy" plane was heading toward the metropolis. The War Department later revealed that the alerts were based on a false tip. Commercial stations carried news of the alerts and many went on the air with calming announcements pointing out that there was no reason to believe the whole business was not a test.

The Office of Civilian Defense requested stations on the Atlantic and Pacific Coasts frequently to broadcast instructions for air raid protection.

President Roosevelt at his press conference Tuesday laid down two primary principles of censorship and reserved to himself and high-ranking officials the right of decision over material released. The President said that to be released, news must be true and then it must pass a test whether it conforms to a rule that it must not give aid and comfort to the enemy.

The President's statement came after protests made at his press conference by reporters who complained that they were "getting the run around" from officers at the War Department on material which was a matter of record. The President said that the discretion for giving out news could not be left to captains or majors, to lieutenant commanders or commanders.

In his address to the nation Tuesday night, he reiterated his two rules and then warned newspapers and radio stations they have a grave responsibility in disseminating news. He referred specifically to a report broadcast Sunday night that a Japanese aircraft carrier had been sunk off the Panama Canal. The report proved false and was garbled.

COOPERATION in civic enterprises has its rewards. Henry Johnston, general manager of WSGN, Birmingham, reigned as King of the annual Christmas Carnival, which took place during the week of Nov. 17, sponsored by the Birmingham Retail Merchants under the auspices of the Jr. Chamber of Commerce. With King Johnston is Queen Laetitia Seibels

WEDNESDAY

The White House announced Wednesday that a special survey showed that 90,000,000 persons or 92.4% of the families in the nation heard President Roosevelt's Tuesday night address. A CAB report on the President's message asking for a war declaration, Dec. 8, showed that the President spoke to the largest daytime audience ever to listen to a speech of any kind. CAB said that 65.7% of radio set owners interviewed in homes reported having heard his speech which was broadcast by all three major networks. CAB reported the President's Dec. 9 broadcast was heard by 83% of the nation's set owners. In a special survey for CBS, C. E. Hooper Inc., said 90,000,000 persons heard the Dec. 9 talk with an audience of 79.0%.

Attorney General Biddle told newsmen Wednesday that "some nut" at Baltimore had called a radio station Tuesday and after describing himself as Mr. Glenn Martin, said he had received word that the Martin airplane plant would be bombed at 3 p.m. The Attorney General said another "nut" telephoned Baltimore police and advised them that air raids were imminent over Bethesda, Md., Washington suburb, and suggested that schools should be closed. They were.

Mr. Biddle said FBI Director J. Edgar Hoover is coordinating the work of several agencies comprising a communications censorship board and eventually would give way to a permanent director. "I want to say," Mr. Biddle went on, "that Mr. Hoover will not be

sor, permanent or temporary, any sense of the word."

OFF Director MacLeish announced the appointment of an interdepartmental committee on defense information to advise OFF in its task of extending and improving the country's information of the defense effort. Members of the new committee were designated by the secretaries of departments or heads of agencies involved.

President Signs DCB Executive Order

Stations in Los Angeles and Southern California went off the air at 12:20 p.m. (PST) Wednesday and it was reported there were other indications that an air raid was an imminent possibility. They returned to the air at 1:05 (PST).

The stations were also off the air from 3:10 a.m. (PST) until 7:10 (PST) Wednesday morning No official explanation was forthcoming.

President Roosevelt signed an Executive Order authorizing the DCB to designate American radio facilities for the use, control, inspection or closure by the War or Navy departments or other government agencies. DCB officials explained the order merely formalized plans which had been previously approved and in no way affected the status quo of broadcasting. Early press reports stated that the plan apparently would give the DCB complete control over radio facilities of the country.

NOTES ARE COMPARED by three commentators after their Sunday evening broadcast on WOR, Newark. Vincent Sheean (left) and Claire Boothe, travelers and reporters, talk over details with Paul Schubert, WOR naval authority.

Scope of Executive Order Is Explained by Fly

FCC Chairman Fly, describing the new order, said it does not mean that general taking over or operation of private radio by the Government is contemplated. He reemphasized his statement of Monday that the DCB is not undertaking censorship, and that the new order merely relieves the President of requisitioning facilities.

Cecil Brown, CBS war correspondent, was one of those who survived the sinking of the British battle cruiser *Repulse* in the Far East. Brown, who was Rome correspondent of CBS, then in Jugoslavia and later in Cairo, cabled an eyewitness account of his experiences to CBS which later was broadcast in the regular Thursday morning 8 a.m. CBS news roundup.

Royal Arch Gunnison, MBS correspondent in Manila, reported to MBS headquarters Wednesday that he would be able to broadcast twice a day from the bombed capital of the Philippines. In his message Gunnison said that the Navy must approve each page of his script before if he can go on the air. Elizabeth Wayne, MBS correspondent at Batavia, Java, reported that the scripts must be submitted for censorship an hour-and-a-half before broadcast time.

A committee of English newspapermen complained directly to Secretary of Navy Knox that the Navy's censorship of outgoing dispatches was proving to be very trying. The complaints centered around delay in clearing dispatches, failure to notify correspondents of deletions and a practical ban on foreign language messages.

THURSDAY

Radio added still another beat to its collection amassed since first word of the war was flashed when Thursday morning American press services got first word of the German and Italian declaration of war from the network listening posts.

Brig. Gen. Carlyle H. Wash, of the Second Interceptor Command ordered all stations in Western Washington and Oregon silenced at 2 p.m. (PST) Thursday. They returned to the air Friday at 2:15 p.m.

Meetings were held in Washington in connection with the setting up of a separate Censorship Bureau, with determination expected by the end of the week. The new censor, it was indicated, will have a position corresponding to that held during World War I by George Creel.

The Defense Communications Board met at the FCC offices and, while no announcement was made, it is understood it appraised communications operations since the outbreak, and discussed plans for promulgation of new orders, as the emergency warrants.

FRIDAY

Complete facilities for broadcast, such as those enjoyed by the press, were provided last Friday by the Radio Branch of the Bureau of Public Relations of the War Department with a temporary "radio room" in the Munitions Bldg., Washington. It is planned to construct soundproof booths where networks and independents can originate first-hand news broadcasts. The three national networks first used the temporary facilities Thursday night. Radio Branch announced that stations desiring to send commentators to operation bases must first secure credentials for such personnel through the War Department in Washington rather than locally.

Because radio sections of the War and Navy Departments and the FCC have been swamped with calls from broadcasters seeking information on various phases of war activity, these agencies have requested that all such calls be made to an office rather than to an individual. It was stated that personnel in the various offices are competent to handle such requests. Telephone number of the respective agencies follow:

Radio Branch, War Department Bureau of Public Relations—Republic 6700, extensions 3887, 4787, 4788.

Radio section, Navy Department Bureau of Public Relations—Republic 7400, extensions 3221, 3222, 3223, 3224.

FCC, Secretary's Office—Executive 3620, extensions 1, 2.

Unmarried amateur radio operators, between 18 and 35, were asked

(*Continued on page 64*)

BLANKETING AMERICA
22 MILLION POSTAL TELEGRAPH OFFICES!*

Next time you want speedy telegraph service — remember — it's convenient, it's economical, it's nearest to . . .

Phone*

Postal Telegraph

*For your convenience, charges appear on your phone bill

Dizzy Dollars!

There's a constant spending spree in Winston-Salem. Dizzy Dollars by the tub full get locked up by happy retailers every night. Get your share.

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT
LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

Where But

WSYR

SYRACUSE

can you get the "PERFECT COMBINATION?" 5000 Watts at 570 Kc.

Columbia's Station for the SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 6 TO DECEMBER 12 INCLUSIVE

Decisions . . .

DECEMBER 9

WQAM, Miami, Fla.—Granted CP new transmitter increase 5 kw D.

WWVA, Wheeling, W. Va.—Granted equipment changes directional N.

KYCA, Prescott, Ariz.—Placed in pending file under Order 79 applic. transfer control to KTAR Broadcasting Co.

DESIGNATED FOR HEARING—NEW, General Broadcasting Inc., Miami, Fla., CP new station 1140 kc 5 kw directional D & N unl.; **NEW, Broadcasters Inc., San Jose, Cal.,** CP new station 1490 kc 250 w unl.; **NEW, San Jose Broadcasting Co., San Jose,** same; **NEW, Luther E. Gibson, Vallejo, Cal.,** CP new station 1490 kc 250 w unl. (consolidated with San Jose applications).

DECEMBER 10

WAPI, Birmingham, Ala.—Denied petition reconsideration grant of previous denial.

KPAS, Pasadena, Cal.—Granted special temporary authorization go into operation 5 kw directional N & D.

Applications . . .

DECEMBER 10

WPRA, Mayeguez, P. R.—Amend applic. modific. license to 1 kw N 5 kw D.

WLEU, Erie, Pa.—CP new transmitter, directional N change 1250 kc increase 1 kw N 5 kw D.

NEW, Cleveand Broadcasting Inc., Cleveland, O.—Amend applic. CP new station re directional.

WTCN, Minneapolis — Transfer control Minnesota Tribune Co. to Northwest Publications 125 shares common stock.

DECEMBER 12

NEW, Associated Broadcasters Inc., Indianapolis—CP new FC station 47.3 mc. 6,665 sq. mi. 759,389 pop.

Tentative Calendar . . .

KALB, Alexandria, La.—CP 580 kc 1 kw directional N unl. (Dec. 15).

NEW, Park Cities Broadcasting Corp., Dallas, Tex., further hearing CP new station 710 kc 5 kw directional N. (Dec. 18).

CHARLES BENZINGER, a member of the publicity staff of CBS since February, has been named assistant trade news editor.

War Chronology

(Continued from page 63)

by the Army on Friday to volunteer for the Signal Corps. Pointing out the immediate need of that branch of the service for operators, the Army urged all qualified for active military service to apply to the signal officer at the nearest recruiting station for further information.

No Long Casualty Lists

President Roosevelt at his press conference Friday requested newspapers, press associations and radio stations not to carry long casualty lists giving the names of the war dead and wounded. The President said that the Army and Navy thought information outlets of the nation should observe the same common agreement now prevailing in countries which have been at war sometime—an agreement which provides that casualty lists be withheld from publication or broadcasting.

The President said that under most circumstances the Government would release for publication total figures of casualties. The President suggested that stories be confined to brief mentions saying that the next of kin had been notified.

The Navy announced Friday that "for military reasons" no list of names of casualties will be released to the public.

In an effort to stabilize operations, although subject to change based on war events, MBS last Friday cut down its schedule from 24-hour operation to 18 hours daily. The network now begins at 8 a.m. with the West Coast joining 30 minutes later, and signs off at 2 a.m., the West Coast at 2:30 a.m. Mutual is continuing to present war news from Washington and Pacific Coast points on the hour and half-hour.

Noises Censored

ALL WIDELY recognized warning noises, such as the blowing of sirens and the clanging of alarm gongs, have been banned from dramatic programs on NBC as a precautionary measure so that radio listeners will not confuse radio sound effects signals. The new order for official air raid warning, effective Dec. 9, was issued by Sidney N. Strotz, vice-president in charge of programs. Dramatic scripts where such effects have been regularly used, or where scripts have been written to include them, have been ordered to make the necessary changes to comply with the new order. MBS and CBS likewise have barred such types of noise devices.

Ad Club Program

AS A SUBSTITUTE for the class paper put out annually by the Advertising and Selling Course of the Advertising Club of New York, the students on Dec. 15 are putting on a "surprise" production of a "different type of newscast", a "feature picture", and a "cartoon" for members of the club, and advertising agency executives.

SMILES OF SATISFACTION were the order of the day at WCOP, Boston, Dec. 10, when the station started fulltime operation. A celebration in the Copley Plaza Hotel studios marked the event, with outstanding radio and entertainment personalities participating in dedication ceremonies from 8 to 9 p.m. last Wednesday. WCOP first went on the air Aug. 26, 1935, and in December, 1940, the FCC granted a construction permit for fulltime operation.

Adding five acres to its transmitter site on the Brighton Speedway, the station erected three 375-foot Truscon vertical radiators as part of the new installation. Posed in a convival group at the dedication ceremonies are (l to r, first row) H. A. Lafount, president of Mass. Broadcasting Co.; Mrs. Frank Day, Day Adv. Agency; Isabel Carolyn, Glaser-Gottschaldt Agency; A. N. Armstrong Jr., general manager of WCOP; (second row) Arthur Simon, WPEN general manager; J. Galomb and S. Taylor, Leiderman Inc.; Harry L. Moore, Moore Agency; Lou Glaser, Glaser-Gottschaldt; B. Knight, Knight & Gilbert; Ed Parent, John C. Dowd Agency; (third row) A. Brown, Copley Agency; George Lasker, WORL general manager; B. Ostreicher, Ostreicher Agency; Martin Kadis, David Malkiel Agency; Ruby Newman, Simon & Newman Agency.

Network Accounts

All time EST unless otherwise indicated

New Business

GILLETTE SAFETY RAZOR Co., Boston, on Jan. 1, 1942, only sponsor the Sugar Bowl game on NBC-Blue 2-5 p. m. Agency: Maxon Inc., N. Y.

SERUTAN Co., Jersey City (health aids), on Jan. 5 adds 16 NBC-Blue stations to *Pearson & Allen*, making total of 50 stations, Sun. 6:30-6:45 p. m. Agency: Raymond Spector Co., N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) Dec. 30 renews for 13 weeks *Kyser's Kollege of Musical Knowledge* on 110 NBC-Red stations, Wednesday, 10-11 p.m. (EST). Agency: Lennen & Thomas, N. Y.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec. renews for 52 weeks *Knox Manning News* on 17 CBS Pacific Coast and Mountain group stations, Mon. thru Fri., 12:15-12:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

STANDARD BRANDS, Montreal (Chase & Sanborn Coffee) on Jan. renews *Charlie McCarthy & Edgar Bergen* on 35 Canadian Broadcasting Corp. stations, Sun. 9-9:30 p.m. EDST. Agency: J. Walter Thompson Co, Montreal

LAMONT CORLISS & Co., Toronto (Pond's Cream) on Jan. 6 renews *John & Judy* on 30 Canadian Broadcasting Corp. stations, Thurs. 9-9:30 p.m. EDST. Agency: J. Walter Thompson Co, Toronto.

COLGATE-PALMOLIVE PEET Co., Toronto, renews Jan. 1 for Palmolive products *The Happy Gang* on 33 Canadian Broadcasting Corp. stations Mon. thru Fri. 2-2:30 p.m.; *Stella the Wealth* (Cue, Palmolive shave cream) on 32 CBC stations, Sat. 8:30-9 p.m.; *Musical Beauty Box* (Cashmere Bouquet products) on 33 CBC stations, Thurs. 9-9:30 p.m.; *Joyce Troubadours* (Palmolive products) on 5 CBC French stations, Mon. thru Fri. 11:30-12 noon; *La Mie* (Cashmere Bouquet products) on 5 CBC French stations, Tues. 9-9:30 p.m., all EDST. Agency: Lord & Thomas of Canada, Toronto.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Dec. 29 renews for weeks *Lum & Abner* on 28 NBC-Blue stations, Mon., Tues., Thurs., Fri. 6:30-6:45 p.m., 11 Blue stations 10:30-10:45 p.m., and 6 NBC Pacific Red, 8:15-8:30 p.m. Agency: Wade Adv. Co., Chicago.

BRISTOL-MYERS Co., New York (Minit-Rub), on Dec. 29 renews for 7 weeks news by Frank Bingman on 8 NBC-Red Pacific Coast stations Mon., Wed., Fri., 7:45-8 p.m. (PST). Agency: Young & Rubicam, N. Y.

KRAFT CHEESE Co., Chicago (Parkay), recently renewed for 13 weeks *The Great Gildersleeve* on 154 NBC-Red stations, Thurs. 6:30-7 p.m. rebroadcast, on 8 Pacific Red stations 11-11:30 p.m. Agency: Needham, Louis & Brorby, Chicago.

Network Changes

P. LORILLARD Co., New York (Beechnut cigarettes), on Jan. 2 places *Don't Be Personal* with *Beechnut King's Size Weekly*, on 6 Pacific NBC-Red and 6 Pacific Blue stations Fri., 8:30-9 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

PROCTER & GAMBLE, Cincinnati (Crisco), on Dec. 29 shifts *Right to Happiness* on 64, CBS stations, Mon. through Fri., 1:30-1:45 p.m. to 154 NBC-Red stations, Mon. through Fri. 11:15-11:30 a.m. for White Naptha soap. Agency: Compton Adv., N. Y.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Station Desires Salesman—Commis- basis. Send full information, pic- Box 242A, BROADCASTING.

At Once Engineer — State draft us. Contact P. O. Box 1512, Musko- Oklahoma.

ncer—With operator's license. Steady. ible. State experience, draft status, ure, voice recording. $35.00 weekly. TP, Durango, Colorado.

m Director—With sales experience; e qualifications, draft status, salary ected. 250 watter in Pennsylvania. 233A, BROADCASTING.

Commercial Man—For new local sta- in defense area. Good opportunity experienced party. WHIT, New Bern, C.

l—A Sales Manager for a Pacific hwest network station. Must be ex- enced, in selling small town mer- nts. Good salary and bonus. Box 244A, OADCASTING.

growing NBC Affiliate—Has good op- nity for experienced, sober, reliable ft exempt announcer-newscaster ca- le handling controls. Detail back- nd and expected starting salary first e. Voice recording. WSAV, Savan- h, Georgia.

d Engineer—Expanding Alaska station. t be thoroughly experienced all es. Also capable copying press. Will- pay high salary to engineer interested manent desirable position. Give full ils. Box 236A, BROADCASTING.

Operator-Announcer (Licensed)—That month (salary and overtime) 50 hr. k, will obtain. Must have good voice. all station, western city. Give refer- ces and experience first letter. KRJF, s City, Montana.

d Engineer—To aid in construction of 5000-watt Midwestern station and remain as chief engineer. Applicant l be interviewed and chosen within t few days. Give full details of con- ction experience; other experience; references and a personal story t yourself. State salary expected and w soon available. All applications ted in confidence. Box 246A. BROAD- STING.

le Seasoned Announcer—Desirous of king change. Pleasant, permanent nection, live New York State station, work affiliate. Give full particulars, ding photo. Box 247A, BROAD- STING.

Situations Wanted

tionist-Switchboard — Employed local tion. Experienced traffic. Single. Go where. Box 243A, BROADCASTING.

Announcer And Special Events Man employed, desires change. Excel- t background, outstanding record. Box A, BROADCASTING.

Engineer — 250w Mutual — desires nge—studio, transmitter, transradio, announcing. Draft exempt. West ferred. Box 230A, BROADCASTING.

nager—With nine years successful experience. Industrious, sober, ag- sive, married, draft exempt, high rd of personal sales, seeks position as sman, salesmanager or manager of all station. A-1 business and character erences. Can leave by or before uary tenth. Now employed. Excellent sons for making change. Box 234A, OADCASTING.

an—With ideas and experience, de- s change in January. Not draftable— d start on $50 weekly. Box 248A, OADCASTING.

Situations Wanted (Continued)

Announcer-Newscaster—Three years special college student, all phases of broadcasting and business radio. Draft 4F, age 25, unmarried. Some experience. Box 249A, BROADCASTING.

Sports, News And Special Events Announcer—5 years experience all phases of radio. Transcription news and basketball. West preferred. Box 231A, BROADCASTING.

Attention Station Managers — In Chicago and vicinity! Experienced topnotch commercial announcer-M.C. now employed in east desires change. Minimum salary $200 monthly. Box 238A, BROADCASTING.

Writer—Experienced handing publicity for large Midwest stations, newspaper and magazine writing, organization, dramatics, speech. Excellent references. Married, father, 26. Box 239A, BROADCASTING.

Chief Engineer—Age 40, 23 years experience, now employed, desires position as chief engineer of Broadcast, FM, or Television station. First-class telephone license. Box 241A, BROADCASTING.

Program Director Or Production Manager—Position with station in smaller city desired by announcer at present with Chicago network affiliate station. Production and program experience. Married, children. Thirty years. Box 235A, BROADCASTING.

Salesman—Available Febuary 1st. Age 35, married, draft exempt. Clean, well-rounded background with thorough knowledge of saleable ideas, ability to close. Write selling continuity. Not fly-by-nite. Complete information by return mail. Box 237A, BROADCASTING.

Women's Feature Writer And Commentator—Singe woman, 28 years of age, experienced, now employed; also admitted to practice before FCC—familiar with current radio problems. Will combine writing-announcing with legal and secretarial duties. Box 228A, BROADCASTING.

Chief Engineer—Fifteen years practical experience. This is no pig-in-a-poke proposition, I come on a three months' trial basis and then, if mutually agreeable, I stay. Want permanent connection with a progressive organization. Box 227A, BROADCASTING.

Advertising Executive Available—As assistant commercial manager or salesman; College graduate with ten years' successful record as local advertising manager large newspaper chain; two years advertising manager metropolitan daily; six months salesman Blue Network station getting radio experience. Available in two weeks. Willing to go anywhere a real opportunity exists. Excellent references. Box 240A, BROADCASTING.

Wanted To Buy

Wanted—A 5 kw transmitter. Give full particulars, age, condition. Box 245A, BROADCASTING.

For Sale

Two Ideco—270 ft. towers with insulated capacity tops. WHIO, Dayton, Ohio.

$200 RCA 303-A Frequency-Limit Monitor—Slighty used, perfect condition, for $135. FCC approved for any high frequency service 1.5 to 60 megacycles. 0.005% accuracy. Box 232A, BROADCASTING.

Western Electric 5-kw Amplifier—Complete with 220-C tubes, high and low voltage supplies, antenna tuning units, power control panel, high voltage rectifier, and filament and bias supplies. Used only few years. Excellent condition. KFH, Wichita, Kansas.

Fleming Named

BRIG. GEN. Philip B. Fleming, formerly administrator to the Wage & Hour Division of the Labor Department, last Wednesday took the oath of office as Federal Works Administrator, succeeding John M. Carmody, first Federal Works Administrator, who had held office since July 1, 1939 and who has been appointed to the U. S. Maritime Commission. Gen. Fleming previously had served as executive officer and deputy administrator of the Public Works Administration and coordinator of the Resettlement Administration.

CHIEF ENGINEER
Available Jan. 20th
AAA-1 Past Record
FAMILIAR — Design and maintenance of stations from 100 to 50,000 watts.
—Directional Systems
—FCC Procedure
—Measurements
Box No. 229A

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
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Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

ADVERTISE in BROADCASTING for Results

Stations Quick to Assume War Status

Sunday Flash Leads to Expansion of News Coverage

RADIO stations throughout the nation were electrified into action by the news of the Japanese attack on Pearl Harbor Dec. 7. Following is a condensation of activities of some of these stations as received by BROADCASTING.

WKRC, Cincinnati, announced that a complete 24-hour daily news schedule has been placed in effect and that additional newsmen are being hired. The station has also completed a deal with the RKO Midwest Corp., operators of the Albee Theatre, Cincinnati, for three daily newscasts to be piped by wire direct from the station's *Times-Star* studios.

WLW Asks Protection

Officials of the Crosley Corp. have requested the CAA to declare Mason, O., a restricted zone. Mason is the site of the 500,000-watt WLW experimental transmitter and the 75,000-watt transmitter of WLWO, Crosley international station. Guards at the two transmitters have been quadrupled since the outbreak of war.

Clarence Wheeler, vice-president of WHEC, Rochester, headed the list of the station's staff who volunteered blood for the Red Cross.

WSSR, Stamford, Conn., has been designated as the official clearing house for all air raid warden, civilian defense and harbor patrol news in its coverage area which includes many plants working on defense orders.

WCKY, Cincinnati, went on a war footing with the outbreak of hostilities. The station has been carrying many official announcements in addition to news bulletins.

WINX, Washington, claims to be the only independent station to set its microphones in the White House alongside those of the networks. The station announced it would go on a 24-hour schedule. WINX fed its White House pickups to WMCA, New York.

Guards were placed around the NBC Bldg. in Washington and special cards were issued to members of the staff. The public was barred from the studios. Emergency studios have been set up in the Carlton and Wardman Park hotels with direct lines to the transmitters of WRC and WMAL.

WWNC, Asheville, N. C., is feeding its *Esso Reporter* broadcasts to the Downtown theatre to allow patrons to keep up with war news.

WOR, New York, arranged for private detectives to guard its studios and master control rooms. The station has banned from all of its programs all sound effects which stimulate warnings which might be taken for alarms.

KFEL, Denver, carried a message from Gov. Carr of Colorado Sunday night outlining the protective measures agreed upon by State officials.

NBC in New York began Tuesday to photograph and fingerprint all employes. The fingerprints will be kept in a confidential file while the photographs will be affixed to an identication pass with the signature of the bearer. In addition, badges will be issued to employes in case of loss of the pass. WOR disclosed that it was evolving a system of employe identification. CBS Tuesday had not taken any steps toward employe identification.

CBS has discontinued studio audiences from programs originating in its headquarters at 485 Madison Ave. The new measure does not effect programs originating from the CBS radio theatres.

Bonds for Employes

Hildreth & Rogers Co., Lawrence, Mass., following President Roosevelt's speech Tuesday night, authorized the purchase of defense bonds for every fulltime employe of WLAW which the corporation operates. The bonds will be delivered during the Christmas season and will represent a bonus. The same procedure was followed with employes of the *Lawrence Daily Eagle* and *Evening Tribune* which are affiliated.

The Cigar Institute of America, which is sponsoring transcribed announcements on 22 stations, has announced that it is changing the opening sounds of the recordings because of their connection with the war. The transcriptions were made more than a month ago. A program described as more "appropriate to current conditions" is being submitted.

Hulbert Taft Jr., general manager of WKRC, Cincinnati, announced Thursday that there are to be no transcribed announcements following special events of national importance. Special periods have been setup to take care of commercial announcements missed because of news or other emergency programs.

To keep New York theatregoers informed of developments in the national emergency, WMCA, New York, is supplying Associated Press news bulletins to theatres in the Times Square district, to be read to the audience during intermission periods by a leading member of the cast. A total of 28 theatres from 40th to 52d st. have started the bulletin service, as arranged by WMCA and James Riley, executive secretary of the League of New York Theatres.

Official Messages

WBZ, Boston, after carrying the first flash of the war news, broadcast a message to the State by Gov. Leverett Saltonstall who spoke from the studios. Messages were also given by Rep. McCormick, House majority leader; Sen. Henry Cabot Lodge (R-Mass.); Dean James M. Landis, director of civilian defense in New England.

WTAG, Worcester, went on a 24-hour basis shortly after news of the attack was received and all visitors were barred from the studios. Arrangements were made to afford the fullest coverage by utilizing the facilities of five networks, NBC, MBS, Yankee, Colonial and Don Lee.

WHP, Harrisburg, Pa. is operating on a 24 hour basis. The station is cooperating with military and government authorities as well as those of the state in presenting special messages, instructions and bulletins.

Flare Pistols

WCFL has increased its 24-hour guard at the transmitter and has purchased the parachute-type flare pistols. Station recently installed a floodlighting system outside the transmitter building, also a system of lights illuminating the transmission from the two antennas to the building.

Gene Dyer stations WGES and WSBC are broadcasting a daily 4½-minute appeal from the m agement asking all nationalities submerge differences. Announ ment is read in 12 languages: hemenian, Lithuanian, Polish, rainian, Jewish, Italian, Croat Rumanian, Swedish, Slovak, Greek.

Alarm Signals

WRC and WMAL, Washing arranged for installation of a rect telephone line into the gene alarm headquarters of the Distr Civilian Defense Office to expe the broadcasting of important nouncements concerning air ra or other emergencies.

To obtain the reaction of public to the war, WFMJ, Youn town, O., put on a special man the street program Sunday nig Dec. 7. Sixty-six news flashes special local and NBC progra were carried by the station follo ing the initial war announceme

General manager Franklin Doolittle of WDRC, Hartford, announced the station is dedic ing its facilities to national defe as long "as the need may be".

News room of WFBL, Syracu went on a 24-hour schedule w the outbreak of the war, start with the initial announcem Dec. 7.

WHBQ, Memphis, to furn listeners with war news at re larly stated intervals, has instal additional news facilities.

Defense Bulletins

KDYL, Salt Lake City, less th an hour after the first flash on outbreak of Japanese action in Pacific, made contacts with all termountain Theatres (local cha and established a rapid bulle service which was flashed on screens of the Utah, Capitol, V tory and Centre theatres in S Lake City at half-hour interv with a KDYL credit line. Box fice loudspeaker releases fr KDYL were increased from hou to four-an-hour basis.

KSTP, St. Paul, started recru ing announcements at once. St ley E. Hubbard, president and g eral manager of KSTP, and E Gammons, manager of WCCO, M neapolis, completed arrangem with State Adjutant General lard A. Walsh and Gov. Har Stassen for simultaneous bro casts of all emergency home fense bulletins.

All stations in the state a northwest were linked by pick and rebroadcast. A guard of hig way patrolmen and deputy sher were placed around KTSP's tra mitter an hour after the outbre Sunday but these men were relie Tuesday by soldiers from F Snelling who are now on a 24-h patrol. Special lighting and ala systems were installed and the gineering staff rushed complet of auxiliary power plant for 5,000-watt transmitter which its own tower separated from directional antenna array of main 50-kw. unit.

Drawn for BROADCASTING by Sid Hix

"Sorry, Sir! False Alarm! It Was Just a Sound Effect on That Jimmy Allen Program!"

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